



# PLANitTULSA

OUR PLAN. OUR FUTURE.

**REQUEST FOR PROPOSAL  
07-501**



*Updating  
The Comprehensive Plan  
for the Tulsa Metropolitan Area  
Phase I: City of Tulsa*

Submit proposals to:  
Deputy City Clerk  
City of Tulsa  
200 Civic Center  
City Hall, Suite 109  
Tulsa, OK 74103-3856

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## I. INTRODUCTION

**Our Plan. Our Future.** These words describe what we, the citizens of Tulsa, will create as an outcome of our Comprehensive Plan update, which has become known as PLANiTULSA.

We seek consulting talent that matches our City's hope and enthusiasm. We seek partnerships with professionals who are willing to build relationships in our community: work with our ideas, struggle with our toughest issues, and help us to find pathways toward solutions that we can all embrace. We are not content to let the world simply happen around us; we are ready to embark upon a journey to the future that we envision.

We choose a future that does not only react to needs, but anticipates them. We require a Plan that will help us make strategic decisions about public investments and that will embrace, encourage, and enhance private investment. We seek a Plan that is written in common language, interesting and engaging, and widely accessible using modern technologies. We seek a Plan that will provide a sound foundation for virtually any decision regarding the physical, economic, and social environments in Tulsa.

With this Request for Proposal (RFP), we are searching for a consultant who will be the perfect fit to create the Tulsa of the future, the community we wish to become.

We enthusiastically look forward to receiving your proposal.

## II. INSTRUCTIONS FOR SUBMITTING A PROPOSAL

### A. General Requirements

1. The proposal must be received by **5:00 p.m. on Wednesday, September 26, 2007, Central Daylight Time.** Please place proposals in an envelope or box clearly labeled **“RFP 07-501 PLANiTULSA: Updating the Comprehensive Plan for the Tulsa Metropolitan Area - Phase I, City of Tulsa.”**
2. Proposals should be sent to:  
  
Deputy City Clerk  
City of Tulsa  
200 Civic Center  
City Hall, Suite 109  
Tulsa, OK 74103-3856
3. All interested Proposers are required to register with the Buyer, **Darlene Donica**, in order to receive updates, addenda or any additional information required. The City is not responsible for any failure to register.
4. Inquiries to the Buyer requesting clarification regarding the Request for Proposal or the content therein must be made via e-mail and must be received prior to the end of the business day on **September 12, 2007**. Submit questions to:  
  
**Darlene Donica, Senior Buyer**  
[ddonica@ci.tulsa.ok.us](mailto:ddonica@ci.tulsa.ok.us)  
**Phone: 918-596-7558**  
**FAX: 918-699-3155**
5. Any questions regarding this RFP will be handled as promptly and as directly as possible. If a question requires only clarification of instructions or specifications, it will be handled verbally. If any question results in a change or addition to the RFP, the changes or additions will be forwarded to all registered Proposers as quickly as possible by addendum.
6. Proposers shall designate a contact person, with appropriate contact information, to address any questions concerning a proposal. The Proposers shall also state the name and title of individuals who will make final decisions regarding contractual commitments and have legal authority to execute the contract on the Proposer's behalf.

## B. General Notifications

1. The City of Tulsa notifies all possible respondents that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, sex, age, ethnicity, or on any other basis prohibited by law.
2. All proposing entities shall comply with the Americans with Disabilities Act (ADA) and all proposals and a subsequent contract, if any, shall include the following statement:

“The Proposer shall take the necessary actions to ensure its facilities are in compliance with the requirements of the Americans with Disabilities Act. It is understood that the program of the Proposer is not a program or activity of the City of Tulsa. The Proposer agrees that its program or activity will comply with the requirements of the ADA. Any costs of such compliance will be the responsibility of the Proposer. Under no circumstances will the Proposer conduct any activity which it deems to not be in compliance with the ADA.”
3. The City of Tulsa also notifies all Proposers that the City has the right to modify the proposal and final selection of work product requirements as needed.
4. Although it is the City’s intent to choose only the most qualified Proposers to interview, the City reserves the right to choose any number of qualified finalists for interview and/or final selection.
5. This Request for Proposal does not commit the City of Tulsa to pay any costs incurred in the submission of a proposal or the costs incurred in making necessary studies and designs for preparation thereof, or contract for service or supplies.
6. Proposers may choose to attend a pre-proposal conference which will be held on Wednesday, **August 22, 2007**, at 9:00 a.m. in the office of the City of Tulsa Planning Department, 111 S. Greenwood, Suite 200, Tulsa, OK 74120-1820.

### **III. COMMUNITY BACKGROUND**

The City of Tulsa was incorporated as a municipality on January 8, 1898. With the discovery of oil in nearby Red Fork in 1901, the City grew quickly, reaching a population of 7,928 by the time of statehood in 1907. Today, Tulsa has grown to become not only a modern metropolis, but a thriving community, with a well-earned reputation as a great place to live. The City currently occupies a land area of over 201 square miles and has approximately 396,000 residents. Tulsa County has a population of 578,000 with a land area of 587 square miles.

Tulsa is located in the northeastern quadrant of Oklahoma, often called “Green Country” due to its wooded terrain in the rolling Ozark foothills. The City, which lies at an elevation of 700 feet above sea level, has a temperate climate. The average daily temperature is 60 degrees; the annual rainfall averages 39 inches, and the City experiences continually changing conditions during the four seasons.

The City hosts many large community events including Oktoberfest, Mayfest and other festivals. There are many destinations such as Southern Hills Golf Course, where the Professional Golf Association will play its championship this year. Award-winning cultural facilities include the Philbrook Museum of Art, the Gilcrease Museum, Tulsa Air and Space Museum, the Fenster Museum of Jewish Art, the Oklahoma Jazz Hall of Fame, and the Tulsa Zoo and Living Museum.

The revitalization of downtown Tulsa, including the construction of the new Bank of Oklahoma (BOK) Events Center, promises to make the area a regional attraction. The city flourishes with arts and culture and is home to the Tulsa Performing Arts Center, the Tulsa Ballet, and the Tulsa Opera. There are many events to attend, such as the Tulsa Run, Route 66 Marathon, and the Tulsa Tough Bicycle Ride and Race. There is an array of Art Deco and stunning church architecture throughout the downtown area. Over the last few years, major infrastructure and development projects have included the Creek Turnpike, Gilcrease Expressway, Mingo Creek flood mitigation, and the River Parks, as well as the University of Tulsa, Oral Roberts University, and the University of Oklahoma and Oklahoma State University campuses in Tulsa.

In 1990, under a voter-approved amended charter, Tulsa’s City government changed to a Mayor-Council form of government. The City of Tulsa provides a full range of services. These include police and fire protection, construction and maintenance of streets and other infrastructure, recreational activities, facilities, and cultural events, typical municipal utilities and services, urban revitalization, economic development and planning services.

The City of Tulsa has begun a process to update the Comprehensive Plan for the Tulsa Metropolitan Area - specifically, to create a renewed Comprehensive Plan for the Tulsa Metropolitan Area, Phase I, City of Tulsa.

Tulsa has a long history of Comprehensive Planning. The Bartholomew Study of 1928 identified a hierarchy of streets as well as streetcar lines connecting commercial, residential, and suburban areas. The 1960 Comprehensive Plan identified transportation projects and many were completed by the late 1990's. In the mid-1970's the Vision 2000 planning program completed the current Comprehensive Plan for the Tulsa Metropolitan Area.

In 1953, the Tulsa Metropolitan Area Planning Commission (TMAPC) was established. According to Oklahoma Statutes, the Mayor, with approval of the City Council, appoints six members to the TMAPC, and the three County Commissioners each appoint a member, for a total of nine appointed TMAPC members. In addition, the Mayor and the Chair of the County Commission, or their designees, serve as ex-officio members, bringing the total TMAPC membership to eleven.

The TMAPC is a recommending body for all zoning requests initiated within the Tulsa city limits and all of the unincorporated areas of Tulsa County (TMAPC's jurisdictional area). Additionally, it is responsible for processing all new subdivision plats and lot splits (minor subdivisions) in its jurisdiction. The TMAPC also has the responsibility for adopting the Comprehensive Plan for the Tulsa Metropolitan Area, which also requires approval by the City Council and County Commission.

#### **IV. SCOPE OF WORK**

- A.** The city desires to complete an update of the Comprehensive Plan for the Tulsa Metropolitan Area, Phase I, City of Tulsa. Phase I will encompass the existing corporate limits of the City of Tulsa. The final scope of work for a contract to update the Comprehensive Plan for the Tulsa Metropolitan Area will be negotiated between the Mayors' designee and the selected Proposer.

Phase II of the update process will include unincorporated areas of Tulsa County, Osage County, and Rogers County within the City of Tulsa's corporate fenceline and unincorporated areas of Tulsa County outside of any municipality's corporate fenceline. Phase II is not a part of this proposal; however, consideration of this process may be appropriate in preparation of work scope and analysis.

- B.** The proposal shall contain a careful examination of the "Community Feedback" ([www.planitulsa.org](http://www.planitulsa.org)), resulting from recent community meetings

and the components of the current Comprehensive Plan for the Tulsa Metropolitan Area. Components of the existing Comprehensive Plan are identified below in paragraph D. 1.

1. A major component of the Comprehensive Plan for the Tulsa Metropolitan Area update process has included significant citizen input. Dialogue with the citizens of Tulsa has begun and is expected to continue.
  2. Many topics were discussed in the recent community meetings. “Tag Cloud” (word frequency) analysis using a program called “Many Eyes” revealed these most frequently-mentioned *single words*: Tulsa, city, downtown, development, community, people, neighborhoods, river, education (schools), businesses (jobs), plans (planning), transportation (transit/streets), infrastructure, housing, government and parks. The most frequently-mentioned *two-word combinations* were: north Tulsa, schools/higher education, mass transit/public transportation, Arkansas River/river development, young people, small businesses, economic development, historic preservation, city government, art deco, health care, surface parking, sales tax, east Tulsa, and west Tulsa. In general, these responses represent major topics of interest and concern in a preliminary attempt to define the collective vision of the City.
- C. The Proposer should consider important ongoing capital funding programs of the City, such as sales tax, General Obligation Bonds, and the Vision 2025 Programs.
- D. It is expected that the updated Comprehensive Plan would consider each of the existing Comprehensive Plan components. This RFP would also allow for the reorganization, modification or renaming of Comprehensive Plan components, as well as the designation of additional Comprehensive Plan components. If appropriate, a completely new Comprehensive Plan framework would be acceptable.
1. The current Comprehensive Plan components include, but are not limited to: the Metropolitan Development Guidelines, various functional plans, District Plans (17), neighborhood plans, urban renewal sector plans, Tulsa Region Comprehensive Economic Development Strategy, Arkansas River Study, the Tulsa City-County Major Street and Highway Plan, Regional Trails Master Plan, and various Master Drainage Plans.
  2. The City expects a staged adoption process for Comprehensive Plan components. The first component, to be completed within the first six

to nine months, should be a City-Wide Vision Plan based on shared objectives. This vision should offer policy guidance and provide a platform for further public discourse and development of Plan components. The adoption of the entire updated Comprehensive Plan for the Tulsa Metropolitan Area, Phase I, should occur within a period of approximately 2.5 to 3 years.

- E.** It is expected that the update process will follow the standard methods used in the development of Comprehensive Plans, including:
1. Identifying issues, gathering and analyzing information
  2. Preparation and evaluation of alternatives
  3. Preparation of a draft plan
  4. Public review of a draft plan
  5. Preparation of final plan
  6. Approval of final plan
- F.** It is expected that the Proposer will have a key role in scheduling, staffing and conducting various public meetings, in creating and working with the Tulsa citizens, Mayor, Steering Committee, Tulsa Metropolitan Area Planning Commission, City Council, County Commissioners and staff.
- G.** The following underlying considerations in Tulsa today should be recognized as foundational by a planning consultant. This is not an exhaustive list; accordingly, we expect the Proposer to analyze the public dialogue found on the [www.planitulsa.org](http://www.planitulsa.org) web site to determine other important considerations and to address them in the planning effort. We expect the plan for the future to:
1. Recognize that Tulsa is a young urban center of a larger metropolitan area, developed primarily in the 20<sup>th</sup> Century with typical development patterns, has a Midwestern lifestyle, is essentially built out, and is limited in potential growth areas beyond its current boundaries.
  2. Develop viable, reasonable strategies for infill development as a principal development option in the future.
  3. Recognize that components from all existing plans such as the Comprehensive Plan for the Tulsa Metropolitan Area, transportation plans, trail plans, river plans, as well as any new plans should work harmoniously and cohesively together. In addition, we recognize the need to update development regulations for the City of Tulsa to reflect future issues and concerns.

4. Recognize that different areas of the City have unique needs, and that targeted planning can provide the path to solutions in each area.
5. Recommend strategic public investment to successfully attract and shape private development in all parts of our City.
6. Understand and communicate the relationships between density, transportation networks, successful mass transit systems, infrastructure efficiencies, local and area demographics, market conditions and trends, and economic prosperity, and recommend successful methods and scenarios to maintain and improve Tulsa's character and livability.
7. Find a successful relationship between urban design and economic development, community character, livability and public safety.
8. Ensure that Tulsa's planning processes and development environment are proactive, user-friendly and up-to-date, democratic and inclusive, and stable and consistent.
9. Ensure that Tulsa's land use and associated development regulations provide ways to respond to the aforementioned considerations in comprehensive and economically feasible ways.
10. Employ the use of new technologies to provide citizens with accessible and useful planning information (physical, natural, social, and economic data), plan documents, and end products in easily accessible and highly useful ways.
11. Provide a framework of metrics and measurable objectives to determine if the City is implementing solutions and achieving the desired future outlined in our updated Comprehensive Plan.

## **V. FIRM AND PROPOSAL REQUIREMENTS**

To be considered, interested firms should submit or address the following:

- A. One (1) bound original and forty (40) bound copies of the proposal plus four (4) copies on CD-ROM.
- B. A description of the firm's qualifications and experience and that of key personnel assigned to this project (and that of each firm proposed as part of the team). It is noted that equipment, material and staff shall be provided by the Proposer.

- C.** A description of previous analytical projects that your firm (and those of each firm proposed as part of the team) has conducted for organizations of similar size and complexity with respect to the development of Comprehensive Plans. Provide contact names and telephone numbers of references from these organizations.
- D.** Provide overall approach and guiding philosophy in developing the update to the Comprehensive Plan including anticipated Plan components and means of citizen engagement.
- E.** The Proposer may also suggest technical or procedural innovations that have been successful in other projects and which may provide the City with better citizen engagement and a better Comprehensive Plan. In this section, Proposer may discuss any ideas, innovative approaches, or specific new concepts included in the Proposal that would provide benefit to the City.
- F.** Proposers should include possible options to minimize costs, including tasks that may alternatively be performed by the City or resources that the City could provide that might otherwise be provided by the Proposer.
- G.** Provide a project schedule, identifying beginning and ending dates of work, as well as project target dates.
- H.** To ensure that this project be completed in a timely manner, the City requires that the selected Proposer perform steps concurrently to expedite results and recommendations, as feasible.
- I.** At the discretion of the City, one or more Proposers may be invited to be interviewed for purposes of clarification or discussion of the proposal.
- J.** Any expenses incurred by the Proposer(s) in appearing for an interview or in any way in providing additional information as part of the response to this Request for Proposals are solely the responsibility of the Proposer. The City of Tulsa is not liable for any costs incurred by Proposers in the preparation of proposals or any work performed by the Proposer prior to the approval of an executed contract by the City of Tulsa.
- K.** As indicated previously, the Comprehensive Plan for the Tulsa Metropolitan Area is a statement of the community's vision for the future and a guide to achieving that vision. With this in mind, it is clear that a high level of citizen involvement is essential to the successful preparation of an updated Comprehensive Plan for the Tulsa Metropolitan Area.
- L.** The Proposer shall be responsible for reports and presentations to the public and at meetings of the Mayor, City Council, Steering Committee, the Tulsa

Metropolitan Area Planning Commission and County Commissioners. The meetings may be integrated into joint meetings depending upon the wishes of the Mayor, City Council, Steering Committee, the Tulsa Metropolitan Area Planning Commission and County Commissioners.

- M. Proposals shall include a continuing program of inviting and facilitating citizen involvement to ensure that citizens in the City of Tulsa who wish to be involved in the planning process can do so. Extensive opportunities for public involvement and input shall be provided through a series of workshops and community meetings throughout the City of Tulsa during the plan development process. The Proposer will conduct and staff these meetings and workshops and will consider the public input in the planning process.
- N. The Proposer shall draft regular articles and/or news releases providing updates of the Comprehensive Plan process, including information about upcoming workshops and meetings. These shall be made available on the City's web site and to the Tulsa media.
- O. As part of the City's commitment to make public information easily available at a reasonable cost, all update drafts, the **City-Wide Vision Plan**, and the **Comprehensive Plan**, will be made available on an interactive web site.

## VI. FINANCIAL SECTION

- A. Proposals should include a 'not to exceed' amount to update the Comprehensive Plan for the Tulsa Metropolitan Area, Phase I, plus hourly rates for any additional services such as the ongoing support for implementing changes.
- B. The project costs should contain a cost breakdown for each aspect identified in the Proposer's scope of work and a periodic payment schedule should be included. Any applicable discounts should also be included.
- C. The Proposal should include the estimated number of hours required for the completion of each component.

## VII. PROPOSAL EVALUATION

- A. The Mayor's Comprehensive Plan Steering Committee was appointed to represent broad and diverse interests and to oversee the Comprehensive Plan update process. Proposals will be reviewed by the Steering Committee and

staff; the Steering Committee will make recommendations to the Mayor regarding which proposal(s) should be approved.

Proposals will be evaluated on the following criteria:

1. Experience and qualifications in similar efforts
  2. Commitment of senior staff to the project
  3. Responsiveness to the RFP and City priorities
  4. Creative approaches
  5. Technical qualifications
  6. Schedule
  7. Cost
  8. Ability to provide a local presence during the process
  9. Familiarity with Tulsa
  10. Well-defined citizen involvement process
- B.** Responses should be clear, concise and complete. Proposals must address all sections in the RFP. Any deviations from other considerations in any section should be outlined in detail in your response.
- C.** Based on results of the initial evaluation, the Steering Committee will select finalists for consideration. Any or all proposals may be rejected by the City.
- D.** The finalists may be asked to make formal presentations of their proposals, as well as substantiate proposal representations made in any inquiry, as well as provide supplemental information, provide a better understanding of the scope of work outlined in proposal, present and introduce the individuals assigned to provide the consulting services, and demonstrate their knowledge and experience in providing consulting services for the development of Comprehensive Plans.

## **VIII. MISCELLANEOUS**

- A.** Your response to this RFP and any subsequent correspondence related to this proposal process will be considered part of the contract, if one is awarded to you.
- B.** All data included in this RFP, as well as any attachments, are proprietary to the City of Tulsa.
- C.** The use of the City of Tulsa's name in any way as a potential customer is strictly prohibited except as authorized in writing by the City of Tulsa.

- D.** Your proposal must clearly indicate the name of the responding organization, including the firm's e-mail address and web site information, if applicable, as well as the name, address, telephone number and e-mail address of the organization's primary contact for this proposal. Your proposal must include the name, address, telephone number and e-mail address of the consultant and/or team of consultants assigned to the City account.
- E.** The City assumes no responsibility or liability for any costs you may incur in responding to this RFP, including attending meetings or contract negotiations.
- F.** The City is bound to comply with Oklahoma's Open Records Act, and information submitted with your proposal, with few exceptions, is a matter of public record. For specifics, see the provisions of the City of Tulsa Open Records Policy, available via the following link:

[www.cityoftulsa.org/OurCity/documents/OpenRecordsActPolicy.pdf](http://www.cityoftulsa.org/OurCity/documents/OpenRecordsActPolicy.pdf)

Further, your company will be bound to comply with the provisions set forth in this RFP unless any and all deviations are explicitly stated in your proposal. The City shall not infringe upon any intellectual property right of any vendor, but specifically reserves the right to use any concept or methods contained in the proposal. Any desired restrictions on the use of information contained in the proposal should be clearly stated. Responses containing your proprietary data shall be safeguarded with the same degree of protection as the City's own proprietary data. All such proprietary data contained in your proposal must be clearly identified. The City shall not be under any obligation to return any materials submitted in response to this RFP.

- G.** The City expects to enter into a written Agreement (the "Agreement") with the chosen vendor that shall incorporate this RFP and your proposal. In addition to any terms and conditions included in this RFP, the City may include in the Agreement other terms and conditions as deemed necessary.
- H.** Additional information on Neighborhood Revitalization Plans and other city documents, including the PLANiTULSA dialogue, are available at [www.planitulsa.org](http://www.planitulsa.org)
- I.** To view the "Many Eyes" word frequency analysis, go to <http://services.alphaworks.ibm.com/manyeyes/browse/visualizations?q=planitulsa>

- J. The existing Comprehensive Plan for the Tulsa Metropolitan Area and other documents will be available through a secured site. The contact person for the Comprehensive Plan and other related documents will be:

**Pat Treadway**      **Phone (918) 596-2600**  
**E-mail: [ptreadway@cityoftulsa.org](mailto:ptreadway@cityoftulsa.org)**

## IX. ESTIMATED TIMETABLE FOR PROPOSALS

*Note: The City reserves the right to alter this timetable as necessary.*

- A. RFP Issued **July 30, 2007**.
- B. Pre-proposal conference **August 22, 2007**.
- C. Written questions due by **September 12, 2007**.
- D. Proposals due **Wednesday, September 26, 2007**.
- E. Presentations (if requested) will be held **October 15, 2007 through November 9, 2007**.
- F. Evaluation and recommendation to the Mayor on **November 28, 2007**.
- G. Contract negotiations from **November 29, 2007 through January 18, 2008**.

## X. PROJECT DELIVERABLES

- A. **City-Wide Vision Plan**. For any associated printed and electronic materials, Proposer shall submit, respectively, seventy-five (75) bound copies and three unbound copies, and one hundred (100) CD-ROMs. Additional copies, as required, may be negotiated.
- B. **Tulsa Metropolitan Area Comprehensive Plan**. Proposer shall submit seventy-five (75) bound copies and three unbound copies, with one hundred (100) CD-ROMs. Additional copies, as required, may be negotiated. The Comprehensive Plan should be submitted in booklet form, using standard-sized sheets including selected text, photographs, graphics, tables, charts, and renderings. The Comprehensive Plan shall include color maps, exhibits and charts, as appropriate.
- C. The facilitation by the Proposer of all community meetings that concern the Tulsa Metropolitan Area Comprehensive Plan. Interim presentations to the

Mayor, citizens, stakeholders, Steering Committee, Tulsa Metropolitan Area Planning Commission, City Council and County Commissioners regarding progress of the planning process.

- D.** Three (3) sets of major exhibits, maps, or graphics of the Comprehensive Plan for the Tulsa Metropolitan Area, in large-sized format (i.e., 36" x 48") to communicate plan recommendations.
- E.** Three (3) sets of presentation slides (Comprehensive Plan text, graphics, tables, charts, renderings, photographs) in Microsoft PowerPoint format.

## **XI. COMPUTER CAPABILITIES**

The update of the Comprehensive Plan for the Tulsa Metropolitan Area must make use of computer capabilities as follows:

- A.** All maps must be computer-accessible. All maps must be prepared in a digital format compatible with ESRI, Inc.'s ArcGIS software. The City's goal is to have the Comprehensive Plan and associated maps for the Tulsa Metropolitan Area and its maps available for use on desktop computers, replacing the use of paper maps to the greatest extent possible.
- B.** Information shall be linked. To the greatest extent possible, the Comprehensive Plan for the Tulsa Metropolitan Area and associated maps shall be formatted so that they may be overlaid with each other so that all issues related to the same area may be easily and accurately depicted.
- C.** The Proposer shall plan for a detailed, publicly accessible, online Geographic Information System for the City of Tulsa with searchable attribute tables and map layers including: aerial photography, topography, drainage, natural features, soil types, land parcels, streets and paving, transportation infrastructure and statistics, public utilities, building footprints, zoning designations, crime statistics, key geographic landmarks (such as schools, hospitals and churches), and census block demography from census summary files 1 and 3.