

**REQUEST FOR PROPOSALS FOR PROFESSIONAL CONSULTANT
SERVICES TO UPDATE AN EMPLOYMENT LAND NEEDS ASSESSMENT
AND ACTION PLAN FOR OKLAHOMA CITY**



**RFP Date of Release: October 10, 2022
The Alliance for Economic Development**

**Responses and/or questions may be submitted via email at
Leana.Dozier@theallianceokc.org**

Proposal Responses will be due by 5:00pm November 10, 2022

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I. PURPOSE

The Alliance for Economic Development of Oklahoma City, hereinafter referred to as “The Alliance,” is seeking a professional consultant to update an Employment Land Needs Assessment and Action Plan (“ELNAAP”) completed for the City of Oklahoma City in June 2012.

The 2012 ELNAAP was a direct response to market demand for suitable land for large employers with the sole intent to position the City as a top choice for quality manufacturing and research companies, especially those involved in renewable energy and high-technology. This 2022 update will help the City continue in that direction.

The consultant will first review and update the existing detailed inventory and analysis of sites potentially suitable for large-scale employment uses, such as research parks, business parks, and manufacturers. The consultant will then develop an action plan, which will lay out specific steps to assemble and make improvements to identified land. The consultant will also recommend changes to Oklahoma City’s, hereinafter referred to as “The City,” policies, procedures, and ordinances as necessary to accomplish the City’s goals related to this project. The Alliance invites the presentation of written proposals for consulting services to complete the scope of services described in **Section III**.

II. BACKGROUND

The 2022 Action Plan is a continuing approach to grow employment opportunities in Oklahoma City. The Alliance, the City, and the Greater OKC Chamber of Commerce (Chamber) recognize that today’s global marketplace involves shovel-ready sites, incentive packages, and aggressive marketing. The Alliance, the City, and the Chamber work together to provide coordinated and effective leadership and management of economic development efforts. The goal is to make it easy for companies to locate in Oklahoma City by providing them with a choice of multiple, excellent sites with infrastructure already in place. The 2022 Action Plan will be instrumental in strategic land use planning and will inform land use and economic development policies for Oklahoma City.

Supporting Information

The following documents may be helpful by providing background and other initiatives relevant to the context for updating the ELNAAP.

- [*Employment Land Needs Assessment and Action Plan \(2012\)*](#)
- [*Comprehensive Plan: planOKC, planning for a healthy future \(2020\)*](#)
- [*Core to Shore Plan: a Redevelopment Framework \(2008\). City of Oklahoma City*](#)

The City has numerous GIS data sets relevant to this project that can be made available to the consultant, such as county assessor data for all properties in the City, water and sewer availability,

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streets current land use and zoning.

III. SCOPE

The updated ELNAAP should include the following:

- Update the Employment Lands Inventory (supply)
 - Update the parcel-based inventory
 - Identify updated gross land and sites
 - Update infrastructure availability and needs
- Update the Employment Lands Inventory (demand)
 - Economic trends
 - Expected employment in target sectors
 - Estimate roughly the amount of land and sites by size needed over the planning period
 - Identify site characteristics and infrastructure desired by various types of employers
- Economic Development Organization and Toolkit Review

It should also include:

- Recommended roles for partners
- Analyze the cost of land advantage in comparison with other incentives
- Recommendation actions to protect EM lands and who should take them
- Identify what tools the City and other entities have now and how to better use them.
- Best practices from peer cities that the City could use
- Recommend how to interact with property owners and employment prospects

IV. THE PROPOSAL

An electronic version of the proposal, shall be submitted by each proposer to Leana Dozier at leana.dozier@theallianceokc.org by **5:00 p.m. C.S.T. on November 10, 2022**. Upon receipt, the Alliance shall confirm receipt of the proposal. Proposals not received in the Alliance's office at this time shall not be considered.

The proposal must be organized to convey to the Alliance the proposer's ability to undertake the required services. The proposer is also required to provide evidence, in the form of previously published materials, project descriptions, or the like, that demonstrate the proposer's capacity to perform the scope of work. Proposers shall reference only work completed by proposed project team members and shall describe individual members' contributions to referenced projects. The Alliance reserves the right to thoroughly investigate the experience and record of the proposer. Failure to submit detailed information will justify rejection of any proposal submitted hereunder.

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Addenda: Any addenda to the solicitation issued by the Alliance during the time of solicitations for proposals will be considered a part of these documents. Addenda will be added to the website and supplied, if requested.

At minimum, the Proposer shall provide in support of a submitted proposal:

1. The name, resume and background of the managing professionals and all other individuals, affiliates, and subcontractors to be associated with the services;
2. A description of the ability and capacity of the proposer, the management structure, and the procedures and practices for management of the engagement;
3. A description of past performance and references on similar services to include names and roles of persons involved on previous projects as well as project fees;
4. An estimate of the hours to be spent on the project for each person to be involved;
5. Timelines to perform each task or service and to complete all tasks and services; and
6. A statement of billable fees for the services for each member of the proposer's team; an estimate of reimbursable expenses; and a not to exceed total for all fees and expenses.

V. RIGHT TO ACCEPT OR REJECT PROPOSALS

The Alliance reserves the right to reject any and all responses, to amend this RFP and the process itself, or to discontinue the process at any time.

VI. PROPOSAL EVALUATION

In selecting the best proposal for the tasks to be accomplished as defined in the Scope of Services, a Selection Committee shall evaluate all proposals submitted, and may elect to conduct oral interviews with two or more finalists unless the Selection Committee can make its selection based on the proposals submitted.

The Selection Committee shall evaluate and score the proposals based on the following criteria:

1. Experience and Skill. Must demonstrate fully the proposer's experience with engineering utilities and transportation infrastructure; industrial and office/research real estate markets; GIS; databases; and local government policy and procedures related to economic development and land assembly.
2. Professional Qualifications. Must provide relevant experience and qualifications for all persons that will be actively engaged in the project.
3. Project Understanding, Approach & Proposed Scope. Must demonstrate a thorough understanding of the City's challenges and goals and must recommend an approach and methodology consistent with the City's goals and available resources.

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4. Record of Past Performance. Must demonstrate experience in successful performance of similar tasks. Proposer will be required to illustrate how projects were successful and how these experiences are salient to successful fulfillment of the requirements of this contract.
5. Schedule. Must include a schedule for the completion of requested contract duties.

The Alliance may request the submission of additional information to assist in its evaluation of the proposals, and the proposer will be expected to cooperate fully with such a request.