

**CITY OF NORMAN**  
**CLEVELAND COUNTY, OKLAHOMA**



**REQUEST FOR PROPOSAL:**

**COMPREHENSIVE PLAN  
HOUSING MARKET ANALYSIS AND AFFORDABILITY STRATEGY  
COMPREHENSIVE TRANSPORTATION PLAN UPDATE  
STORMWATER MASTER PLAN UPDATE  
WATER HYDRAULIC MODELING UPDATE  
WASTEWATER MASTER PLAN  
SANITATION MASTER PLAN**

**RFP 2223-29**

**SEPTEMBER 30, 2022**

PUBLIC NOTICE  
REQUEST FOR PROPOSAL  
RFP 2223-29

The City of Norman, Oklahoma, is seeking proposals from qualified consultants for professional services to prepare a Comprehensive Plan, Housing Market Analysis and Affordability Strategy, Comprehensive Transportation Plan Update, Stormwater Master Plan Update, Water Hydraulic Modeling Update, Wastewater Master Plan, and Sanitation Master Plan for the City of Norman.

Responses are solicited in accordance with the terms, conditions and instructions set forth in this RFP. Proposals are due no later than 4:00 P.M. CST, Thursday, November 10, 2022. Responses received after this time and date will not be accepted. Responses shall be addressed and marked as:

Attn: Jane Hudson, Planning Director  
RFP 2223-29  
City of Norman  
201 West Gray, Bldg. A  
Norman, Oklahoma 73069

Any correspondence, questions or requests for copies of the Request for Proposal should be directed to Jane Hudson, Director, Planning and Community Development Department, or call (405) 366-5431, or Email: [PlanFor2045@normanok.gov](mailto:PlanFor2045@normanok.gov). Correspondence should be marked Attn: City of Norman, RFP 2223-29.

A mandatory pre-proposal meeting will be held by Zoom on October 13, 2022, at 10:00 A.M. CST.

## TABLE OF CONTENTS

I.	INTRODUCTION .....	5
A.	Project Scope.....	5
B.	Requesting Entity Information .....	5
C.	Project Funding.....	5
D.	Public Participation.....	5
E.	Community Background.....	6
II.	COMPREHENSIVE PLAN.....	9
A.	Technical Lead.....	9
B.	City of Norman Planning History .....	9
C.	Scope of Work .....	11
III.	HOUSING MARKET ANALYSIS AND AFFORDABILITY STRATEGY .....	14
A.	Technical Lead.....	14
B.	Scope of Work .....	14
IV.	COMPREHENSIVE TRANSPORTATION PLAN UPDATE .....	16
A.	Technical Lead.....	16
B.	Scope of Work .....	16
V.	STORMWATER MASTER PLAN UPDATE .....	16
A.	Technical Lead.....	16
B.	Scope of Work .....	17
VI.	WATER HYDRAULIC MODELING UPDATE .....	17
A.	Technical Lead.....	17
B.	Scope of Work .....	17
VII.	WASTEWATER MASTER PLAN UPDATE .....	18
A.	Technical Lead.....	18
B.	Scope of Work .....	18
VIII.	SANITATION MASTER PLAN UPDATE .....	18
A.	Technical Lead.....	18
B.	Scope of Work .....	19
IX.	DELIVERABLES .....	19
A.	Comprehensive Plan Deliverables .....	19
B.	Housing Market Analysis and Affordability Strategy Deliverables .....	20
C.	Comprehensive Transportation Plan Update Deliverables .....	20
D.	Stormwater Master Plan Update Deliverables .....	20
E.	Water Hydraulic Modeling Update Deliverables.....	21
F.	Wastewater Master Plan Deliverables .....	21
G.	Sanitation Master Plan Deliverables .....	22
X.	PROJECT CRITERIA.....	22
A.	Consultant Selection Criteria.....	22
B.	Project Schedule .....	22
C.	General Requirements .....	23
D.	Inquiries/Questions .....	23
XI.	RFP CRITERIA .....	24
A.	Notice to Interested Parties/RFP Recipients.....	24

B.	Prohibited Interest.....	24
C.	Equal Employment Opportunities.....	24
D.	Insurance Requirements.....	25
E.	Minimum Content of Proposal.....	25
XII.	SELECTION PROCESS.....	25
A.	Evaluation of Proposals.....	25
B.	Selection of Consultant.....	26
C.	Ranking Criteria.....	26

## **I. INTRODUCTION**

### **A. Project Scope**

This Request for Proposal (RFP) seeks a consultant team to develop a new Comprehensive Plan to direct development of the City of Norman through the year 2045. The consultant should think outside the box while providing recommended structure and scope for the Plan that shows feasible strategies and expertise. A successful Comprehensive Plan will support the unique character of the City of Norman and guide the City to a sustainable and resilient future for its citizens.

The citywide Comprehensive Plan will develop an overarching vision for the community that can be supported by all. To facilitate this objective, the City of Norman is also seeking to update its Comprehensive Transportation Plan, Stormwater Master Plan, Water Hydraulic Modeling, and develop Wastewater and Sanitation Master Plans to ensure improvements to the City's infrastructure are aligned with the vision and policies of the new Comprehensive Plan.

In addition, because affordable housing is a critical element of the City's successful future, we are asking for a detailed analysis of the housing market and the development of an implementation strategy for affordable housing.

### **B. Requesting Entity Information**

The City of Norman, Oklahoma, with municipal offices located at 201 West Gray, Bldg. A, Norman, Oklahoma, 73069, is the requesting entity.

### **C. Project Funding**

The City of Norman has set aside funding in the FYE 2023 Budget beginning on July 1, 2022, for the completion of the work described in this Request for Proposal.

### **D. Public Participation**

The public's participation is critical to the development of a Comprehensive Plan and policies that reflect the needs, desires, and decisions of the community as a whole. The Comprehensive Plan should strive for building consensus to facilitate the process. The consultant must design, implement, and guide the public participation process that incorporates multiple effective and innovative participation techniques. Public participation can include, but is not limited to, conducting town halls, public forums, utilizing social media and the City's website to promote the planning process, and receiving community feedback through surveys. The proposed public engagement strategy must include the latest technologies and be creative, inclusive, and consistent, with the goal of channeling this input into realistic development alternatives for consideration by the public, the Planning Commission and the City Council. The

consultant will be working with a Steering Committee, which will represent a wide range of interests within the City.

The consultant team must demonstrate extensive expertise and experience in the public participation, and facilitation processes. With regard to public participation, the consultant team must have strong leadership and creativity to provide clear direction in public participation techniques that result in inclusive yet timely decisions.

## **E. Community Background**

The City of Norman is a growing community located in the Oklahoma City Metropolitan Area. Interstate 35 (I-35) runs north and south through Norman, near the western edge of the City limits. Norman is home to the University of Oklahoma (OU), the National Weather Center, National Oceanic & Atmospheric Administration's (NOAA) National Severe Storms Laboratory, Griffin Memorial Hospital, and Norman Regional Hospital, as well as several nationally known companies, including Johnson Controls, Hitachi, Sitel, and Avara Technologies. With a growing population of just over 131,500, Norman is part of the dynamic Oklahoma City Metropolitan Area, which has a population of approximately 1.4 million residents. Norman is the third largest city in Oklahoma and the largest city within Cleveland County, for which it serves as the county seat. A healthy employment rate, low cost of living, quality schools, and a nationally known institute of higher education, the University of Oklahoma, have all helped to drive a 33.79% growth rate since the year 2000, increasing the population from 95,694 to 128,026 at the time of the 2020 Census. The growth has continued since 2020 and the current estimated population is just over 131,500. With this growth, the City is experiencing challenges related to land use, housing, infrastructure and environmental impacts. In order to maintain the much sought after quality of life available in Norman, the community needs a Comprehensive Plan that provides a community vision, goals, and an implementation framework. Detailed implementation plans are required for the City's transportation network, stormwater system, and utilities to ensure service and alignment with the Comprehensive Plan.

Norman, like several other cities in the area, was established during the Oklahoma Land Run of 1889. Norman formally incorporated in May of 1891, sixteen years before statehood in 1907. Over the years, the City of Norman expanded from the original one-square-mile town site to an area of just under 190 square miles. The largest annexation took place in 1960 when the City of Norman annexed the area encompassing Lake Thunderbird, then under construction.

Norman annexed the Lake Thunderbird area in an arrangement with Midwest City and Del City to allow Norman to enact regulations to protect the regional water supply. The Central Oklahoma Master Conservancy District (COMCD) manages the Lake Thunderbird water supply. Lake Thunderbird remains the City's primary water supply, along with wells drilled into the Garber-Wellington Aquifer, and a supplementary supply purchased from Oklahoma City. A portion of the recharge area of the Garber-Wellington Aquifer lies under the eastern portion of Norman.

The expansive annexations of 1960 added large rural areas to Norman's City limits. Approximately 140 square miles of the City developed at rural densities, while 50 square miles developed at urban densities. The majority of the rural area lies within the Little River watershed, which is the area that encompasses Lake Thunderbird. While the lake and the floodplains of its many tributaries limit the development capacity of the area, the western area of the watershed hosts much of the greenfield development currently occurring in Norman.

The majority of Norman that is developed to urban density lies in the Canadian River watershed. In addition to the river, five creeks flow through the urban area making the control and accommodation of stormwater a serious concern for the community.

### University of Oklahoma

Shortly after the Land Run, two forward-thinking Norman businessmen lobbied for the placement of one of the three territorial universities planned for Oklahoma. In 1890, their lobbying proved successful, and the University of Oklahoma (OU) was established in Norman. In 1892, the first 57 students attended classes in a rented building in downtown Norman. From this small beginning, the University of Oklahoma has grown to a premier research university.

The University of Oklahoma is at the core of Norman's economic engine and cultural identity. The University of Oklahoma has grown to approximately 29,000 students, 2,400 full-time faculty members, and 12,000 employees. The growth of the student population, in conjunction with changes in University policies, increased the demand for off-campus housing. This led to an increase in private market student-housing developments and parking issues in campus neighborhoods. The University's recent announcement of plans to join the Southeastern Conference (SEC) will accelerate the University's growth and will necessitate improvements to accommodate that growth.

### Transportation

The two major transportation corridors that transect the City of Norman, Interstate 35 and the BNSF rail line, have influenced land use development patterns in Norman. Two additional transportation corridors are proposed and may again significantly influence land use development patterns in Norman. The Oklahoma Turnpike Authority (OTA) proposed to expand the turnpike system with two new segments: one will traverse most of the northern boundary of the City along Indian Hills Road and a second segment will bisect the rural eastern side of Norman, running just west of Lake Thunderbird. If completed, these two new corridors will have the most significant impact on Norman's transportation network and development landscape since the completion of Interstate 35.

Norman was established along the railroad and the effect is still evident in the original grid street pattern, oriented northwest to southeast. As Norman grew, the street

orientation changed to cardinal directions, however, the railroad still affects daily activity of Norman residents with hourly passing trains that bring traffic in core Norman to a standstill at all but one east-west street crossing. In 2012, a grade separation with a vehicular underpass was completed on Robinson Street, creating an uninterrupted access between east and west Norman. There is a plan to reintroduce commuter rail to Norman, connecting the City to its northern neighbors.

In addition to ground transportation, Norman is home to Max Westheimer Airport (MWA), which is owned and operated by OU. MWA is located on 716 acres between I-35 and US Highway 77 in northwest Norman. It is classified by the Oklahoma Aeronautics Commission as a Regional Business Airport, servicing general aviation aircraft, including business jets. It is also a General Aviation Reliever airport for Will Rogers World Airport, which is the primary airport serving the Oklahoma City Metropolitan Area. In addition to servicing general aviation, the airport is home to OU's School of Aviation. In August of 2022, *FLYING Magazine* ranked the OU School of Aviation program as one of the top programs in the country. It is anticipated OU's entrance into the SEC will make additional capacity necessary to accommodate larger jets on a regular basis.

With the completion of I-35 in 1959, Norman's land use patterns were substantially changed. This attracted residential and commercial development to the west side of Norman, away from Norman's Downtown. Over the years, most major commercial development has been located adjacent to the I-35 corridor. That trend continues today with the more recent development of University North Park, just to the northeast of the I-35 and Robinson Street interchange. University North Park is a public/private partnership consisting of a 540-acre mixed-use development that broke ground in 2005 and was designated as a TIF district in 2006. University North Park contains a mix of national retail chains and restaurants, hotels, office uses, apartments, senior housing, and a community park. University North Park still has approximately half of the land available for development. Regardless of the development in the areas adjacent to the Interstate, Norman's Downtown has also seen an economic re-birth with many existing storefronts redeveloping with locally owned businesses, restaurants, and art venues in recent years.

### Community Background Summary

The City of Norman is a vibrant, attractive, growing college town. Norman is a destination community that attracts thousands of visitors every year for University of Oklahoma events and activities, the Sam Noble Museum of Natural History, and numerous festivals including the Medieval Fair, Norman Music Festival, National Weather Festival, and Jazz in June, among others.

Norman residents enjoy the availability of diverse retail options, numerous parks, good schools, and affordable living. Norman residents also enjoy an active arts community and desire a walkable, pedestrian-friendly town that supports a rich, diverse economic base that cultivates both regional economic pulls and locally-owned businesses.



Surveys commissioned by the City of Norman have indicated a demand for national chains as well as locally-owned restaurants and businesses. As with all cities in Oklahoma, Norman's annual budget is dependent upon sales tax.

Norman residents want to continue to have a high quality of life, which includes low unemployment, a good economy, low crime rate, and an affordable cost of living, while maintaining the college small town character. To ensure this, the City needs to develop a Comprehensive Plan and related master plans that look to the future in an all-inclusive and sustainable manner.

## **II. COMPREHENSIVE PLAN**

### **A. Technical Lead**

The technical lead of the Comprehensive Plan is Jane Hudson, Director, Planning and Community Development Department.

### **B. City of Norman Planning History**

#### Planning Background

The City of Norman currently manages development using the NORMAN 2025 Land Use and Transportation Plan (adopted 2004), the Zoning Ordinance and the Subdivision Regulation Ordinance. Norman's growth over the last ten years has spurred the development of associated plans for stormwater, water supply, parks, open space, and transportation to address growth.

The current NORMAN 2025 Land Use and Transportation Plan was adopted in November 2004. At that time, the population of Norman was 105,336 and in 2022, our population is estimated at just over 131,500. The growth in the City has surpassed the expectations of the current Plan.

## City of Norman Planning & Associated Documents

<b>Documents</b>	<b>Adopted</b>
Zoning Ordinance	1924,1954 and as amended
General Plan	1963
Subdivision Ordinance	1973 and as amended
Comprehensive Plan	1981
Comprehensive Plan Revisions	1982,1983,1984,1986,1991
Sign Code	1992 and as amended
Neighborhood Conservation Plans: Adams, Andrews Park, Faculty Heights	1996
Historic District Ordinance	1993
Comprehensive Plan Update	1997 (Norman 2020 Plan)
Chautauqua Historic District established	1997
Downtown Norman Revitalization Plan	1999
Miller Historic District established	1999
Comprehensive Plan Update	2004 (Norman 2025 Plan)
Pickard Neighborhood Plan	2007
Storm Water Master Plan	2009
Parks and Recreation Master Plan	2009
Porter Corridor Plan & Overlay Zone	2010
Inclusive Community Report and Action Plan	2010
Neighborhood Plans: Old Silk Stocking, First Courthouse, Original Townsite	2007
Greenways Master Plan	2012
Bishop's Creek Neighborhood Plan	2012
2060 Strategic Water Supply Plan	2014
Retail Market Analysis Study	2014
Comprehensive Transportation Plan	2014
Griffin Memorial Hospital Advisory Service Panel	2015
Consolidated Plan 2020-2024 (CDBG)	2020
Housing Market Analysis	2015
Water Distribution System Modeling Update	2018
Wastewater System Flow Monitoring and Modeling Report	2018
Center City Form Based Code (CCFBC)	Adopted 2017, Amended 2019, 2022
Southridge Historic District	2016
Parks Department Community Interest & Opinion Survey	2022

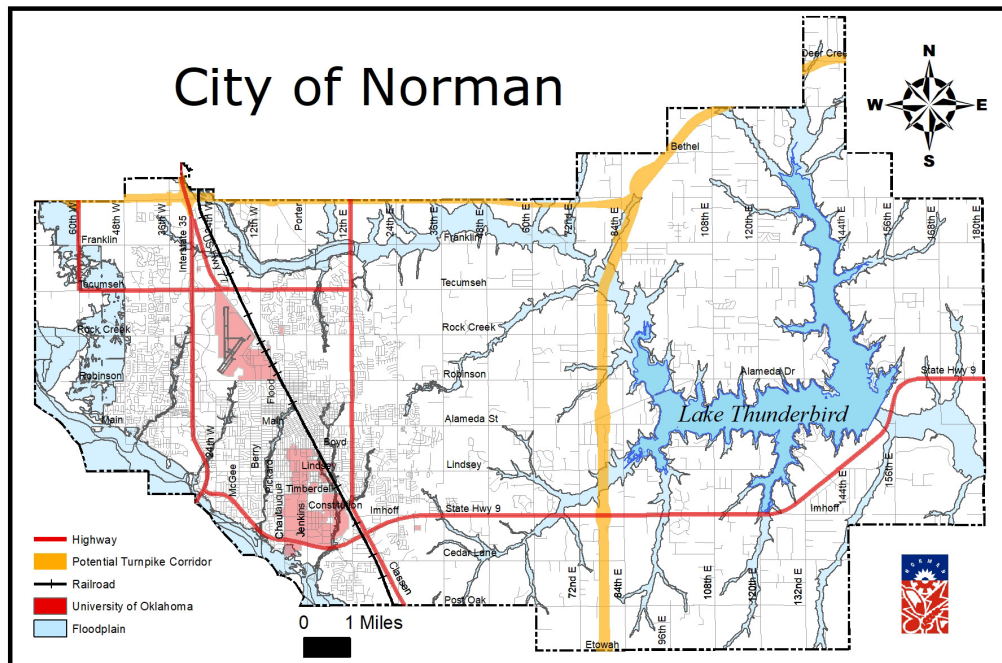
## C. Scope of Work

### Objective

The purpose of this project is to develop a Comprehensive Plan to guide future development in the City of Norman. The Comprehensive Plan is envisioned as both a physical plan and a policy guide for development in Norman. It will serve as a framework for future associated planning documents as well as a policy guide for staff and decision makers regarding future development. The City of Norman has established the following Plan elements to serve as a general guide for the Plan's development. Since this will be a new Comprehensive Plan for the City of Norman, many of the elements listed will require substantial review and revisions while some Plan components will require only minor review or revisions and integration with the Plan. The elements serve as a guide for the Plan's development and potential partners are welcome to suggest creative or innovative additions/modifications to these elements. Such suggestions should be listed and explained in the submitted proposal.

### Boundary of Plan

The boundary of the Comprehensive Plan will be the corporate limits of the City of Norman.



### Elements of Plan

The selected consultant is expected to use visualization techniques to graphically depict pertinent information for each element as the Plan is developed, including but not limited to GIS mapping, Photoshop, illustrations, and renderings.

**1) Executive Summary** – An executive summary shall be developed that outlines the vision, detailed goals and objectives, and policy statements that are laid out in the Comprehensive Plan. This executive summary will be used as a guide for decision-making and as a means to educate the citizenry of the community. It is expected that the executive summary will be located within the Comprehensive Plan document but can be a stand-alone document in a form that is suitable for easy distribution.

**2) Community Profile Development** – A complete inventory, review, and analysis of existing conditions is required. The community profile needs to include at least the following: community history, existing land uses, natural environment elements, thoroughfares and transportation, community facilities, and other relevant topics. Demographic and population analysis using the latest data available will need to be prepared as well. A comprehensive land use survey and database shall be prepared resulting in a current land use plan, which may be used to develop the future land use plan.

**3) Economic Development/Redevelopment** – Review, analyze, and update local, state, and regional factors that influence future development and redevelopment opportunities in Norman. In particular, consider the influence of master planning efforts by the University of Oklahoma, OU's inclusion in the expansion of the Southeastern Conference for athletics, Norman Regional Healthcare System, University North Park, the Oklahoma Department of Mental Health and Substance Abuse Services, the region's future commuter rail system, and the potential expansion of turnpikes within Norman.

**4) Development of Goals, Objectives, and Policies** – The goals, objectives, and policies of the Comprehensive Plan should be developed with significant public participation in order to develop an acceptable and viable vision and guide for the community regarding future development and redevelopment. The development of goals must also identify current gaps or conflicts between current codes and ordinances and the new Comprehensive Plan.

**5) Future Land Use Plan and Map** – Realistic population projections and build-out scenarios are expected to be developed regarding preferred land use patterns. The build-out scenarios shall include projections of uses, infrastructure improvements required, cost of infrastructure, and projection of sales tax. The build-out scenarios shall be presented to Planning Commission, City Council, City Staff, and the public in order to allow them to evaluate the cost benefit analysis and return on investment (ROI) of various development and redevelopment scenarios. The impact of major development activities such as the University of Oklahoma's Master Planning efforts, Norman Regional Healthplex expansion, and the future establishment of commuter rail along with transit-oriented design and transit stops on future land use will all need to be considered.

**6) Transportation** – Develop the land use demands, build-out scenarios, and policies needed to guide the update of the Comprehensive Transportation Plan.

**7) Stormwater** – Develop the land use demands, build-out scenarios, and policies needed to guide the update of the Stormwater Master Plan.

**8) Utilities** – Develop the land use demands, build-out scenarios, and policies needed to guide the development of the updates/plans for water, wastewater, and sanitation.

**9) Technology Infrastructure** – Make recommendations as to best practices and policies for encouraging the advancement of technology infrastructure.

**10) Parks, Trails, and Open Space** – The three existing plans that address parks, trails, and open spaces would need to have the policies and goals of those plans incorporated into the new Comprehensive Plan. Develop policies and implementation strategies that provide a cohesive and consistent means to build a park, trail, and open space system in the community.

**11) Housing** – A citywide Housing Market Study and Affordability Strategy is needed in order to analyze current housing issues and provide recommendations and strategies to encourage a variety of housing types and sizes, including addressing the increased demand for a variety of multi-family housing options and for affordable housing.

**12) Neighborhood Revitalization** – Utilizing the Housing Market and Affordability Strategy, should provide identification of areas that will be in need of innovative redevelopment strategies. Recommendations and analysis should utilize the goals of the CDBG Consolidated Plan and historic preservation efforts in the city.

**13) Sustainability** – Integrate the latest measures the City should pursue and policies that are recommended to achieve a sustainable community.

**14) Healthy Community** – Incorporate healthy community principles into all pertinent recommendations of the Comprehensive Plan. In particular, principles regarding safe, accessible, active lifestyles for all populations and a clean natural environment should be integrated with the major components of the Plan.

**15) Resiliency** – The consultant should provide the latest research and recommendations for developing a resilient community: a community that is prepared to deal with natural and man-made disasters as well as economic shifts. The current Emergency Operations Plan and Hazard Mitigation Plan should be reviewed and integrated with this element of the Plan. Any gaps should be identified.

**16) Special Planning Areas** – Evaluate development patterns in the City to determine if there are areas in the City with special conditions that require further study or policies. A potential area of interest is the land currently occupied by Griffin Hospital. When the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) sells the property or a portion of the property, a sizable area of land close to downtown Norman will become available for redevelopment.

**17) Community Character and Urban Design** – The Plan, through community input and review of existing plans, shall have a set of policies that address community image and preservation of community attributes and character. The consultant should consider density, aesthetic design guidelines, sign regulations, building types, and transportation corridors.

**18) Implementation Plan** – Include recommendations for implementation strategies. Between the demand projections of the Plan and the Implementation Plan, there should be adequate metrics to allow the City to gauge whether the Plan is progressing successfully.

### **III. HOUSING MARKET ANALYSIS AND AFFORDABILITY STRATEGY**

#### **A. Technical Lead**

The technical lead of the Housing Market Analysis and Affordability Strategy is Lisa Krieg, CDBG Grants Manager, Planning and Community Development Department.

#### **B. Scope of Work**

The following is a general description of the items the City of Norman wishes to analyze and receive recommendations on through the completion of this analysis. Respondents are welcome to provide their own recommendations on how best to achieve these items.

##### Task 1: Citywide Housing Market Analysis

The City of Norman aims to gain a better understanding of those housing types and sub-areas that will be in greater demand over the next 5-, 10-, and 20-year time horizons. This portion of the study should achieve the following:

- Build upon projected demographic trends for Norman, as well as national trends in construction and consumer demand to forecast future housing demand and supply.
- Explore housing types beyond the traditional bookends of the post-war US housing market – namely single-family homes and large apartment buildings – to explore, among others, those options commonly referred to as the “missing middle”.
- Balance ongoing greenfield development on the suburban fringe with rehabilitation of existing housing and infill development within previously developed sub-areas.
- Understand the mechanics of housing choice among current and prospective Norman residents, particularly among younger generations. Factors such as:

- Location to existing amenities, centers of employment, access to major transportation corridors, access to walking and biking options, etc.
- Price point
- School preferences
- Design considerations
- Perceptions of safety

### Task 2: Housing Affordability Analysis

As a companion to the information collected in the Housing Market Analysis, the City of Norman is also seeking a comprehensive analysis of existing affordable housing (less than 60% MFI) and workforce housing (61%-120% MFI) in the community, ongoing barriers to its development, and how best to deliver it in the future. This portion of the study should achieve the following:

- Examine the quantity and condition of existing affordable and workforce housing options within the City.
- Assess how the existing supply of affordable housing is currently meeting demand.
- Using the same 5-, 10-, and 20-year time horizons established in the Housing Market Study, project affordable housing needs with respect to number of units, type (tenure and unit size), and location.
- Consider housing across the spectrum of affordability and the needs of various demographic groups and special populations.
- As identified in the Housing Market Study, identify those areas with higher and lower than average concentrations of affordable housing, as well as those areas of naturally occurring affordability, as opposed to those developments that were or continue to be subsidized. Further identify any areas of naturally occurring affordability that may be endangered by future development patterns.
- Analyze existing local land use ordinances, codes, regulations, and economic development policies affecting the delivery of affordable housing by the private sector.

### Task 3: Development of Strategies, Initiatives, and Benchmarks

In this task, the City of Norman expects the consultant to provide recommendations in the form of strategies, initiatives, and benchmarks related to the findings from the previous sections. These recommendations should address the following, in addition to any other items uncovered through the course of the study:

- An overall affordable and workforce housing policy to ensure the continued delivery of new units to meet the project demand.

- Recommendations on how the City of Norman can most efficiently support the development of new affordable and workforce units by the private sector through the leveraging of existing public funds.
- Policies to encourage the development of mixed income communities and general infill development, as well as the incremental addition of affordable units, through strategies like the increased use of Accessory Dwelling Units (ADUs).
- Building upon factors identified in the previous task, recommend changes to existing policies related to land use ordinances, building and development review, and economic development.
- Differentiation of solutions for the inclusion of affordable and workforce options tailored for identified sub-markets of the city.

#### **IV. COMPREHENSIVE TRANSPORTATION PLAN UPDATE**

##### **A. Technical Lead**

The technical lead of the Comprehensive Transportation Plan Update is Shawn O’Leary, Director, Public Works Department.

##### **B. Scope of Work**

Update the Comprehensive Transportation Plan to reflect the updated development priorities identified in the Comprehensive Plan. The impact of the addition of two new turnpikes within the City limits must be addressed. In addition, incorporate local and regional plans to establish a future regional commuter rail, including locations of future transit stops. A review of the needs, impacts, and future growth of the Max Westheimer Airport related to the University of Oklahoma’s entrance into the SEC is also needed.

An update of the modeling conducted in the original 2014 Comprehensive Transportation Plan will be required to develop new capital improvement projects extending out over the next twenty years. Improvements should be classified as short-, medium-, and long-range projects. Improvements to be identified should be across all modes including regional commuter rail. These improvements will be utilized to develop future requests for federal funding for Surface Transportation Block Grant Urbanized Area (STBG-UZA) as well as Transportation Alternatives Program (TAP) and other applicable funding mechanisms.

#### **V. STORMWATER MASTER PLAN UPDATE**

##### **A. Technical Lead**

The technical lead of the Stormwater Master Plan Update is Shawn O’Leary, Director, Public Works Department.



## **B. Scope of Work**

Update the Stormwater Master Plan to integrate the recommendations regarding flood plain and watershed protection. In addition, changes to land use since the adoption of the Stormwater Master Plan and demands of future development need to be identified and recommendations made to successfully achieve build-out scenarios.

## **VI. WATER HYDRAULIC MODELING UPDATE**

### **A. Technical Lead**

The technical lead of the Water Hydraulic Modeling Update is Nathan Madenwald, Utilities Engineer, Utilities Department.

### **B. Scope of Work**

This project will include the update of the Water Hydraulic Modeling Report to achieve the overall community vision and support the approved build-out scenarios for future land use. Water supply assumptions will be pursuant to the 2060 Strategic Water Supply Plan (SWSP). Various aspects of work are envisioned to ensure that a robust plan is developed and will most likely include:

**1) Distribution System Hydraulic Model Update** – The existing hydraulic model will need to be updated to include added infrastructure for the system and determine required improvements necessary to serve the future growth within the City. Improvements must consider flow, pressure, storage, water quality, resiliency and reliability necessary to provide continued excellent service for the City and water system customers.

**2) Advanced Water Metering System Improvements** – The City is currently in the process of implementing an Advanced Water Metering project that will replace existing meters with automatic meter reading. Future land uses may impact the extent that this system will be required to serve so this plan will need to determine required system upgrades.

**3) Life Cycle Cost Analysis and Cost of Service Update** – Required capital improvements and their estimated operating costs will be a consideration in selecting recommendations. The City is currently completing a cost of service study and the results of this study will also need to be updated based on the recommendations.

**4) Capital Improvement Program Outlay** – This effort will need to lay out the required capital improvements necessary and key triggers to provide the Utilities Department a plan for providing reliable, resilient service for the City as a result of the Comprehensive Plan.

## **VII. WASTEWATER MASTER PLAN UPDATE**

### **A. Technical Lead**

The technical lead of the Wastewater Master Plan Update is Nathan Madenwald, Utilities Engineer, Utilities Department.

### **B. Scope of Work**

This project will include the development of a Wastewater Master Plan that builds upon the 2018 Wastewater Flow Monitoring & Modeling Report to achieve the overall community vision and support the approved build-out scenarios for future land use. Various aspects of work are envisioned to ensure that a robust plan is developed and will most likely include:

**1) Wastewater Treatment Alternatives Update** – The City currently treats wastewater at the existing Water Reclamation Facility (WRF) located at 3500 Jenkins Avenue. This facility is currently rated for 17 million gallons per day. Past studies have recommended a future north water reclamation facility but this need has been offset by an existing lift station that still has sufficient capacity for growth and has been a more efficient method of service. This plan will need to evaluate treatment improvements necessary at the existing WRF, the previously proposed north WRF, or potentially other new facilities to meet future demands.

**2) Collection System Hydraulic Model Update** – The 2018 analysis of the collection system will need to be updated to include added infrastructure and determine new infrastructure required to serve the proposed land uses within the Comprehensive Plan.

**3) Life Cycle Cost Analysis and Cost of Service Update** – Required capital improvements and their estimated operating costs will be a consideration in selecting recommendations. The City is currently completing a cost of service study and the results of this study will also need to be updated based on the recommendations.

**4) Capital Improvement Program Outlay** – The Wastewater Master Plan will need to lay out the required capital improvements necessary and key triggers to provide the Utilities Department a plan for providing reliable, resilient service for the City as a result of the Comprehensive Plan.

## **VIII. SANITATION MASTER PLAN UPDATE**

### **A. Technical Lead**

The technical lead of the Sanitation Master Plan is Nathan Madenwald, Utilities Engineer, Utilities Department.

## **B. Scope of Work**

This project will include the development of a Sanitation Master Plan to achieve the overall community vision and support the approved build-out scenarios for future land use in the most efficient manner. Various aspects of work are envisioned to ensure that a robust plan is developed and will most likely include:

**1) Sanitation Disposal Locations and Alternatives** – The City of Norman currently uses a single transfer station where sanitation trucks bring solid waste. This waste is then loaded into higher capacity trucks for dumping at a third-party landfill (currently under contract with the Republic landfill on the south side of Oklahoma City). This plan will need to evaluate the existing transfer station and its location in regards to proposed land use from the Comprehensive Plan to determine if the existing facility will require improvements and/or new facilities are necessary for efficient, reliable, and resilient service.

**2) Urban Service Area Analysis** – Urban level service including recycling is currently limited to a portion of the total incorporated area of the City. However, depending on the land use proposed in the Comprehensive Plan, this plan will need to look at possible modifications to this area in combination with the above item to determine additional equipment and facilities required.

**3) Capital Improvement Program Outlay** – The Sanitation Master Plan will need to lay out the required capital improvements necessary and key triggers to provide the Utilities Department a plan for providing reliable, resilient service for the City as a result of the Comprehensive Plan.

## **IX. DELIVERABLES**

### **A. Comprehensive Plan Deliverables**

Required deliverables will include but are not limited to:

1. Five (5) bound, color copies of the final Plan, in 8 ½ x 11 vertical format. Maps and illustrations will be reproducible in 8 ½ x 11 or 11 x 17 format. Thirty (30) color copies in binders that allow for amendments.
2. One (1) digital copy of the final Plan in Microsoft Word and in Adobe Acrobat formats. The formats must allow for amendments, reproductions and direct web posting.
3. The Plan shall be designed for integration into the City's website.

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawing, etc., shall be the property of the City of Norman.

## **B. Housing Market Analysis and Affordability Strategy Deliverables**

Required deliverables will include but are not limited to:

1. Five (5) bound, colored copies of the final Plan, in 8 ½ x 11 vertical format. Maps and illustrations will be reproducible in 8 ½ x 11 or 11 x 17 format.
2. One (1) digital copy of the final Plan in Microsoft Word and in Adobe Acrobat formats. The formats must allow for amendments, reproductions and direct web posting.
3. The Plan shall be designed to be integrated into the City's website.

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawing, etc., shall be the property of the City of Norman.

## **C. Comprehensive Transportation Plan Update Deliverables**

Required deliverables will include but are not limited to:

1. Five (5) bound, colored copies of the final Plan, in 8 ½ x 11 vertical format. Maps and illustrations will be reproducible in 8 ½ x 11 or 11 x 17 format.
2. One (1) digital copy of the final Plan in Microsoft Word and in Adobe Acrobat formats. The formats must allow for amendments, reproductions and direct web posting.
3. The Plan shall be designed to be integrated into the City's website.

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawing, etc., shall be the property of the City of Norman.

## **D. Stormwater Master Plan Update Deliverables**

Required deliverables will include but are not limited to:

1. Five (5) bound, colored copies of the final Plan, in 8 ½ x 11 vertical format. Maps and illustrations will be reproducible in 8 ½ x 11 or 11 x 17 format.
2. One (1) digital copy of the final Plan in Microsoft Word and in Adobe Acrobat formats. The formats must allow for amendments, reproductions and direct web posting.
3. The Plan shall be designed to be integrated into the City's website.

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawing, etc., shall be the property of the City of Norman.

### **E. Water Hydraulic Modeling Update Deliverables**

Required deliverables will include but are not limited to:

1. Interim milestone submittals in Word and PDF
2. Final submittals
  - a. Hard copy (binder with tabs) – 20 copies
  - b. Word
  - c. PDF
  - d. GIS files for infrastructure, pressure zones, model results and recommended capital improvements
  - e. GIS map packages of all final figures and exhibits in the final report
  - f. Updated InfoWorks Pro model (or approved alternate software) and associated files
3. Meeting agendas and minutes
4. Presentations in PDF and PowerPoint formats

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawings, etc., shall be the property of the City of Norman.

### **F. Wastewater Master Plan Deliverables**

Required deliverables will include but are not limited to:

1. Interim milestone submittals in Word and PDF
2. Final submittals
  - a. Hard copy (binder with tabs) – 20 copies
  - b. Word
  - c. PDF
  - d. GIS files of infrastructure, basins, model results and recommended capital improvements
  - e. GIS map packages of all final figures and exhibits in the final report
  - f. Updated InfoWorks ICM model (or approved alternate software) and associated files
3. Meeting agendas and minutes
4. Presentations in PDF and PowerPoint formats

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawings, etc., shall be the property of the City of Norman.

## G. Sanitation Master Plan Deliverables

Required deliverables will include but are not limited to:

1. Interim milestone submittals in Word and PDF
2. Final submittals
  - a. Hard copy (binder with tabs) – 20 copies
  - b. Word
  - c. PDF
  - d. GIS files of infrastructure, routings, service boundaries and recommended capital improvements
  - e. GIS map packages of all final figures and exhibits in the final report
3. Meeting agendas and minutes
4. Presentations in PDF and PowerPoint formats

Products produced as part of the plan process, including but not limited to GIS layers, studies, documents, drawings, etc., shall be the property of the City of Norman.

## X. PROJECT CRITERIA

### A. Consultant Selection Criteria

The City of Norman will commission the services of a planning consulting firm or firms to assist with the development of a Comprehensive Plan to bring guidance for future development of the City of Norman. The firm will work in conjunction with City Staff, Planning Commission, City Council, and a Steering Committee to support the development and implementation of the Plan. The firm(s) must also demonstrate experience with the various other required plans, which will be a critical element in ensuring service for the land uses recommended within the Comprehensive Plan.

The City of Norman will seek a firm with proven experience in developing Comprehensive Plans.

### B. Project Schedule

The final schedule for adoption will be determined during the negotiation of the professional services agreement; the schedule for proposal submittal is as follows:

<b>Milestone</b>	<b>Schedule</b>
RFP Released	September 30, 2022
<b>*Pre-proposal Conference</b>	<b>October 13, 2022</b>
Questions Due to the City	October 20, 2022
Responses Posted	October 28, 2022
Proposals Due to the City	November 10, 2022
Proposal Evaluation and Interviews	November – December 2022
Contract Negotiations and Contract Award by City Council	December 2022 – January 2023

**\*Mandatory Pre-proposal Conference**

**October 13, 2022**

### C. General Requirements

Proposals are due no later than 4:00 P.M. CST, Thursday, November 10, 2022. Responses received after this time and date will not be accepted. Responses shall be addressed and marked as:

Attn: Jane Hudson, Planning Director  
RFP 2223-29  
City of Norman  
201 West Gray, Bldg. A  
Norman, Oklahoma 73069

Proposals must be signed by a duly authorized official of the proposer. Six (6) hard copies, and one (1) electronic copy contained on a USB drive must be submitted. No reimbursement will be made for any cost incurred in preparing the proposal or any cost prior to a formal notice of award.

### D. Inquiries/Questions

Respondents should submit questions and/or clarifications to the City of Norman no later than 4:00 p.m. CST on October 20, 2022. Any correspondence, questions or requests for copies of the Request for Proposal should be directed to Jane Hudson, Director, Planning and Community Development Department, or call (405) 366-5431, or Email: [PlanFor2045@normanok.gov](mailto:PlanFor2045@normanok.gov). Correspondence should be marked Attn: City of Norman, RFP 2223-29. The questions should cite the section of the RFP needing clarification. Responses to the questions will be posted by Friday, October 28, 2022 at <https://www.normanok.gov/businesses/bids-rfps-rfqs>.

For the complete RFP and submission requirements, please go to <https://www.normanok.gov/businesses/bids-rfps-rfqs>.

Proposals are due no later than 4:00 P.M. CST, Thursday, November 10, 2022. Responses received after this time and date will not be accepted. Responses shall be addressed and marked as:

Attn: Jane Hudson, Planning Director  
RFP 2223-29  
City of Norman  
201 West Gray, Bldg. A  
Norman, Oklahoma 73069

There will be a **mandatory** pre-proposal meeting held on October 13, 2022 via Zoom at 10:00 am CST. Email [PlanFor2045@normanok.gov](mailto:PlanFor2045@normanok.gov) to receive a code for the meeting. If you do not receive a response within 24-hours please call (405) 366-5431. The Zoom meeting will be hosted in the City of Norman, Executive Conference Room, Municipal Building, located at 201 West Gray, Norman, Oklahoma.

## **XI. RFP CRITERIA**

### **A. Notice to Interested Parties/RFP Recipients**

When submitting proposals, corporate entities are required to comply with State law regarding authorized signatures.

The City of Norman requires that a proposal be signed by a duly authorized corporate official with authority to bind the interested party by the proposal as stated in State statute, "...signed by the chair or vice chair of the Board of Directors, or the President, or by a Vice President, and attested by the Secretary or an Assistant Secretary; or by officers as may be duly authorized to exercise the duties..."

18 O.S. § 22

However, should some other official with the corporation sign, such as a secretary signing a document, such signature needs to be accompanied by a certificate or a copy of a resolution adopted by the Board setting forth the authority of that individual to execute a contract.

With respect to limited liability corporations, every manager is an agent of the company for the purpose of business and binds the limited liability company. Therefore, instruments and documents shall be valid and binding upon the limited liability company if executed by one or more of its managers. 18 O.S. § 32

As set forth above, when submitting proposals, certification adhering to the state statutes should accompany documents turned in for review.

### **B. Prohibited Interest**

No member, officer, employee of the City of Norman, or member of its governing body during his or her tenure, or one (1) year thereafter, shall have any interest, direct or indirect, in any resultant contract or the proceeds thereof.

### **C. Equal Employment Opportunities**

In connection with this proposal, the consultant shall not discriminate against any employee or applicant for employment because of race, color, religion, ancestry, national origin, age, place of birth, disability, sex, sexual orientation, gender identity or expression, familial status, or marital status, including marriage to a person of the same sex.

The consultant shall furnish all necessary information and reports and shall permit access to its books, records and accounts by the City of Norman for purposes of investigation to ascertain compliance with the non-discrimination/minority business provision of any resultant contract.



## **D. Insurance Requirements**

The consultant of this project must provide an insurance policy or policies, naming the City of Norman as an additional insured in the amount of at least one million dollars. Said policy, or policies, shall provide general liability insurance and automobile insurance. In addition, workers compensation insurance must be provided in the amount required by law.

## **E. Minimum Content of Proposal**

At a minimum the proposal should contain the following elements:

1. Transmittal Letter
2. Table of Contents
3. Executive Summary
4. Project Approach
5. Public Participation Approach
6. Project Team
7. Experience of Project Team with same or similar Planning and Infrastructure Experience
8. Anticipated schedule
9. Appendices (misc., exhibits, illustrations, etc.)
10. Proof of Insurance
11. References

## **XII. SELECTION PROCESS**

### **A. Evaluation of Proposals**

The criteria for evaluating the proposals and selecting a consultant will include but not be limited to:

- The firm's specific approach to the project. Although the City has identified the general nature of services required, the consultant is encouraged to provide an innovative approach and methodology to provide the requested services.
- Capabilities and previous experience in comparable projects of this type and the specialized experience and technical competence of the consultant.
- Past record of performance on contracts with other governmental agencies, including such factors as quality of work, control of costs, and ability to meet established schedules.
- Capacity of the personnel to perform the work in a timely manner.
- Qualifications of individuals who will have direct involvement in tasks on this project.

The City reserves the right to request additional information from consultants submitting proposals. The City reserves the right to reject any or all proposals and the right, in its

sole discretion, to accept the proposal it considers most favorable to the City's interest. The City further reserves the right to reject all proposals and seek new proposals when such procedure is deemed reasonable and in its best interest.

## **B. Selection of Consultant**

The City of Norman will review responses to this RFP that meet the requirements enumerated and are received prior to the designated closing date. Firms without adequate insurance, in minimum amounts set forth herein, to protect the City's interest will not be considered and will not be evaluated.

Consultants may contract with sub-consultants on the Comprehensive Plan, but a lead consultant must be identified and must take responsibility of all the deliverables. The City reserves the right to request substitution of firms.

A response to this RFP should not be deemed to be construed as a contract or an indication of a commitment of any kind on the part of the City of Norman. Upon review of the response to this RFP, City staff will prepare a short list of consultants to interview.

A firm will be selected for recommendation to the City Council for the purpose of negotiating contract terms, including a fair and reasonable price. Additional copies of the response to this RFP may be required for presentation to the City Council. If a satisfactory contract cannot be negotiated with that firm, the City shall formally end negotiations with that firm and select the next most favored provider and attempt to negotiate with that firm.

The most important evaluation emphasis will be placed upon the expertise of the firm, the public participation approach and the project team assigned to the job. Illustrative and narrative material describing previous work of the proposer is recommended. At the proposer's request, any extra material, if available, will be returned at the completion of the review process, at their expense. The proposer shall provide a list of previous related work experience with contact persons and phone numbers.

Key personnel (by names and position) relative experience and capabilities, as well as sub-contractors, will be evaluated closely.

## **C. Ranking Criteria**

The Evaluation Committee will review the RFP to determine overall responsiveness and completeness of the proposals, with respect to the components outlined in the RFP using the following criteria (not necessarily listed in order of importance):

1. Technical approach, methods and procedures to be utilized to provide the requested services for the example project.

- a. Describe your policies and procedures, strategies and methodology for designing the example project, quality control/checks, project management, and response time.
  - b. Describe cost control measures and elements you would propose for the design of the project and explain any processes or procedures you will implement to control costs on projects.
  - c. Describe your design experience on projects using city funding and or federal funding.
  - d. Provide a project schedule for the example project and describe past experience with providing fast track design.
2. Experience of key personnel of staff to be assigned to the project.
- a. Provide the key personnel that will be providing the services to the City of Norman.
  - b. Provide key personnel experience that shows the firm's ability to complete the required services.
  - c. Submit an organization chart which clearly illustrates the team structure comprising all firms (joint venture partners, sub consultants, etc.); their relationship in terms of proposed services; and key personnel involved and the specific role of each of the firms/organizations in a team for each task/work activity must be described. The City recognizes that sub-consultants, if any, may vary depending upon the scope of the project.
3. Quality of references.
4. A standard method for awarding points to consultants for being a "Norman Based Firm" and an "Oklahoma Based Firm" is shown below:
- Norman based points will be awarded as follows:
    - 5 points will be awarded if key project team members are located in a Norman office.
    - 3 points will be awarded for a branch office in Norman, but no key project team members work out of the office.
    - 1 point will be awarded for each subcontractor located in Norman
    - The maximum to be awarded will be 5 points.
  - Oklahoma based points will be awarded as follows:
    - 5 points will be awarded if key project team members are located in an Oklahoma office.
    - 3 points will be awarded for a branch office in Oklahoma, but no key project team members work out of the office.

- 1 point will be awarded for each subcontractor located in Oklahoma.
- The maximum to be awarded will be 5 points.

**Scoring:**

<b>Criteria</b>	<b>Possible Points</b>
Past Project Experience	30
Project Approach	20
Project Team/References (experience of key personnel)	20
Public Participation Approach (project team)	20
Oklahoma Based Firm	5
Norman Based Firm	5
<b>Total</b>	<b>100 Points</b>