

City of Broken Arrow, Oklahoma
Request for Proposal
Preparation of the Innovation District Plan
November 2017

The City of Broken Arrow, Oklahoma, is soliciting proposals from qualified consulting firms to prepare a new Innovation District Plan. The City is seeking consulting firms with experience in Innovation District Planning, economic development, marketing and community development, real estate and economic analysis, and citizen participation.

The City of Broken Arrow Innovation District Plan preparation process will be administered by the Development Service Department. It will be a collaborative process administered by City Staff and a Steering Committee, involving Staff from other City Departments, as well as the Broken Arrow Economic Development Corporation, the Broken Arrow Chamber of Commerce, the Broken Arrow Schools, Northeastern State University (NSU-BA) Broken Arrow, Tulsa Technology Center (TTC) and others.

The purpose of this project is to develop a Plan to create and retain a skilled workforce with a progressive vision of the future and allowing the City of Broken Arrow and its educational institutions to maintain its vibrant growth, while being recognized as one of the most progressive Cities in the region. The Innovation District Plan shall serve as a policy guide, as well as a marketing and fund-raising plan and will serve as a framework for future marketing, branding and recruiting manifesto.

1. Community Background

The City of Broken Arrow with a population of almost 110,000 is the fourth largest city in Oklahoma and the second largest city within the Tulsa Metropolitan Area. The City is located in two counties, Tulsa County and Wagoner County, on the southeast side of the City of Tulsa. The City of Broken Arrow has a fence-line area of approximately 101 square miles with an incorporated area of about 61 square miles. About two-thirds of the City is within Tulsa County, while the remainder is in Wagoner County. Though the City has maintained the highest growth rate within this region over the last 30 years, the land within the City of Broken Arrow is only half developed.

The City of Broken Arrow has a workforce population of approximately 51,300. There are over 350 manufacturing companies within the City, which makes it the third largest manufacturing base within Oklahoma.

The City of Broken Arrow has two colleges. One is the campus of Northeastern State University (NSU-BA.) and the other is the Rhema Bible Training College. The City also has one of the largest campuses of the county-wide Tulsa Technology Centers. The City has three public school districts within its boundaries: Broken Arrow, Union and Bixby. The Broken Arrow High School is the largest within the state. Furthermore, the Union School District serves about one-third of the western part of the City. One of the reasons for the successful and vibrant growth of the City of Broken Arrow over the past 30 years, is synonymous with the quality of all public schools in this area.

The City of Broken Arrow has the third largest manufacturing employment in the State of Oklahoma. Successful commercial, industrial and business growth of the City has taken place

due to a close partnership with the Broken Arrow Chamber of Commerce and the Broken Arrow Economic Development Corporation. These agencies have become an integral part of the City's successful growth, as well as many new development initiatives. Being part of the Tulsa Metropolitan Area, the City of Broken Arrow is provided with opportunities for enrichment in cultural and institutional facilities and higher education while having access to the greater metropolitan area amenities.

The City of Broken Arrow is also known to be one of the safest, happy and affordable living places in the region while providing the best and most desirable quality of life to its residents, within this region. Striving to work hard in building a desirable community, the City has recently been recognized for its successful implementation of the Downtown Master Plan, which has resulted in the award-winning Rose District Development.

2. Innovation District Area

The City of Broken Arrow has identified some undeveloped areas within the eastern part of the City as potential sites for the Innovation District. Therefore, site selection will not be a task within this study; however, the design, use and scale of the District should be addressed.

The current City boundaries encompass about 61 square miles. The City's fence line, which is the ultimate, future City boundary, encompasses approximately 101 square miles. Within the fence line and the City's service area the existing population exceeds about 120,000. The City of Broken Arrow is the second largest City in Northeast Oklahoma, which will necessitate review of the region, as well as areas outside of and adjoining the City's fenceline.

3. Proposal Requirements and Objectives

The consulting team may be comprised of a single or multiple firms, specializing in necessary expertise to provide the most successful plan and its process. The consultant's proposal shall identify all principal participants, including their expertise and specific roles for the entire duration of this process. All pertinent consulting team members, who will be involved on a routine, daily basis, shall be listed with their experience in similar projects and their availability for the entire duration of this project. The consulting team may have sub-consultants or be in a partnership with other consultants, however, a lead consulting firm shall be identified and must be responsible for all deliverables and necessary insurance. The City of Broken Arrow reserves the right to request substitution of firms within the consulting team.

The proposal may also include:

- Relevant samples of similar work completed and assigned team members who worked on these projects;
- A description of the project approach and how issues which may arise during the process would be addressed;
- Provide a cost estimate of fees and expenses for work to be completed, including breakdown of hourly charges, travel expenses, public participation, map preparation, printing and supplies;
- An estimated schedule and duration of the proposal, along with an estimation of how many public hearings, in-person meetings and other meetings may be anticipated;
- Public participation and working with a Steering Committee are considered to be vital elements of this process, identify unique approaches to fulfill these criteria.

4. Scope of Work

The City of Broken Arrow seeks the service of consultants to collect data and prepare the Plan to secure funding to launch an Innovation District. Besides illustrating how this has been done in other jurisdictions, the consulting team should provide guidance to create a successful Innovation District, by preparing the following:

- Define how workforce and education programs provide collaboration towards creating a future, progressive environment for the economy of the future;
- Identify mechanisms of support to proactively build the Broken Arrow economy by combining the efforts of revitalization and creation of physical and social assets which benefits the community in the future;
- Illustrate approaches which will link innovation and local resources through education and workforce development;
- Identify programs providing economic growth opportunities and creating new career pathways for the business community;
- Explore and define how future workforce and education programs may create opportunities to learn about expanding the existing anchor industries;
- Define and identify how major anchor industry and institutions will participate and benefit from the Innovation District;
- Identify the avenues for public and private institutions's partnership for successful funding and launching of the Innovation District;
- Illustrate beneficial and economical ways to create, launch and manage Innovation Districts.

Elements of the Plan:

- Executive Summary
- Innovation District Brochure
- Workforce and Demographic Profile and projections
- Geographic Profile
- Community Facilities
- Business and Community Strengths and Weaknesses
- Financing and Economic Trends
- Development of Goals and Policies
- Utility, Infrastructure and Transportation Needs
- Sustainability and Resiliency
- Urban Design and Future Development Criteria

5. Project Budget

The City of Broken Arrow anticipates that the total contract cost for this project will be between \$ 90,000.00 and \$ 100,000.00

6. Project Schedule

The final schedule for the entire contract will be determined with input from the consulting team during anticipated negotiations for the professional agreement, however, the projected schedule is as follows:

Consultant selection completed

January 2018

7. RFP Submittal Criteria

RFP's will be accepted in the Development Services Department, City of Broken Arrow, until 5:00 P.M., Friday, **December 15, 2017**. This department is located within Broken Arrow City Hall, 220 South First Street, Broken Arrow, OK 74012. Send all proposals to:

**Innovation District Plan
RFP Submittal
Development Services Department
City of Broken Arrow
220 South First Street
Broken Arrow, Oklahoma 74012**

- Contact person:
Farhad K. Daroga, Special Projects Manager, Development Services Department.
- Proposals must be signed by a duly authorized official of the company and must be directly related to the principal firm which will be responsible for the completion of the project.
- Twelve hard copies and one electronic copy must be submitted at the sole expense of the proposer.
- All proposals shall comply with the applicable statutes and rules of the State of Oklahoma and the City of Broken Arrow and must be valid for a period of at least 90 days from the date of receipt of submittal.

8. Pre-application Inquiries

To facilitate applicants towards submittal of this RFP, and to address items not listed within this RFP, the City of Broken Arrow Development Services staff will be available by phone and e-mail on **Tuesday November 14 and Wednesday November 15, 2017**, from 9am to 4pm. The following staff can address inquiries;

Farhad K. Daroga, Special Projects Manager
fdaroga@brokenarrowok.gov
Direct Phone, 918-259-2400 x 5416
Department Phone, 918-259-8412

Norman Stephens, Economic Development Coordinator
nstephens@brokenarrowok.gov
Phone, 918-259-2400 x 2410

Michael W. Skates, Development Services Director
mskates@brokenarrowok.gov
Phone, 918-259-2400 x 5426

9. Consultant Selection Process

The City of Broken Arrow will form a selection committee comprised of City Staff members and stake holders. The criteria for evaluating the qualifications and selecting a consultant will include but not be limited to:

- The firm's specific approach to the project. Although the City has attempted to identify the general nature of services required, the consultant is encouraged to provide an innovative approach and methodology to provide the required services and achieve the best outcomes.
- 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 and their current and past experiences, in similar projects, who will have direct involvement in this project.

The City of Broken Arrow reserves the right to request additional information. The City reserves the right to accept any Proposal it considers most favorable to the City's interest. The City, at its discretion, also reserves the right to reject any or all proposals and seek additional Proposals or qualifications, in the best interest of the City of Broken Arrow.