



## Town of Goldsby, Oklahoma

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### **Request for Proposal; Comprehensive Plan, Updates to Codes and Regulations, Core Master Plan Developments**

**The Town of Goldsby, Oklahoma, is seeking qualified firms to provide professional services in the preparation of a new Comprehensive Plan, Updates to Codes and Regulations, and potential Master Plan Development for key and core infrastructure to the operations and sustainability for our Town.**

#### *I. Introduction*

The Town of Goldsby is soliciting proposals from qualified consulting firms to develop and implement a comprehensive plan. This plan will serve as a strategic roadmap for the future growth, development, and enhancement of our community. The purpose of this RFP is to identify a consulting firm with the experience, expertise, and innovative thinking necessary to assist in creating a sustainable, inclusive, and vibrant future for our rapidly growing municipality.

The Town's Comprehensive Plan will develop an overarching vision and mission for the community and staff that can be supported by all. It will serve and guide our community and decisions moving forward developing our community responsibly and with sustainability forefront. To facilitate these objectives, the Town of Goldsby is also seeking guidance through alternate cost proposals to include cost to develop Master Plans for; Comprehensive Transportation Plan, Stormwater Master Plan, and a Water & Wastewater Master Plan to ensure improvements to the Town's infrastructure are aligned with the vision and policies of the new Comprehensive Plan.

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 Town Trustees. The consultant will be responsible to formulate and work 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.

It is expected that the plan process will take 12 to 18 months.

## *II. Background*

As of the 2020 Census, Goldsby's population was registered at 2,843 and is now estimated at just over 3,000. Goldsby has experienced considerable growth over the years, a testament to the town's appeal and desirable qualities. Goldsby is characterized by its harmonious blend of rural and suburban lifestyles. Residents enjoy the benefits of a close-knit community while still having access to modern amenities due to being just 5 minutes from the City of Norman and only 25 minutes from the Downtown Oklahoma City metro area. The town's proximity to major highways such as I-35, HWY-9, and HWY-74 connects to nearby urban centers makes it an attractive location for both residents and businesses seeking convenience without sacrificing the charm of a small town. As a forward-thinking municipality, we are committed to fostering responsible development, enhancing the quality of life, and addressing the evolving needs of our residents while we continue experiencing exponential growth.

### *III. Scope of Work*

The selected consulting firm will be responsible for the following minimum tasks:

**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.

1. **Community Engagement:** Develop a comprehensive community engagement strategy to gather input from stakeholders, residents, businesses, and organizations. Facilitate public meetings, workshops, surveys, and other engagement activities to ensure a collaborative planning process.
2. **Data Collection and Analysis:** Conduct a thorough analysis of existing conditions, including demographics, existing land uses, thoroughfares and transportation, community facilities, infrastructure, economy, housing, and environment.
3. **Development of Goals, Objectives, and Policies:** The goals, objectives, and policies of the Comprehensive Plan should be developed with significant public participation to develop an acceptable and viable vision. The goals, objectives, and policies will guide the community regarding future development and redevelopment.
4. **Future Land Use Plan and Map:** Assess current land use patterns and zoning regulations. Propose future land use scenarios and maps that align with the vision and goals of the comprehensive plan.
5. **Housing:** Analyze housing needs, affordability, and diversity. Develop strategies to address housing challenges and provide recommendations for sustainable housing development that compliments Goldsby and does not detract from the rural community identity.
6. **Transportation and Mobility:** Evaluate transportation systems and mobility options. Recommend improvements to enhance safety, promote connectivity, reduce congestion, and promote alternative modes of transportation such as sidewalks.
7. **Economic Development:** Assess the local economy, identify key industries, and propose strategies for fostering economic growth, attracting businesses, and supporting job creation.
8. **Infrastructure and Public Facilities:** Review existing infrastructure and public facilities. Provide recommendations for infrastructure upgrades and expansion to accommodate future needs.
9. **Environmental Sustainability:** Evaluate environmental resources, conservation opportunities, and sustainable practices. Develop policies to enhance environmental sustainability and resilience.
10. **Implementation and Monitoring:** Outline a detailed implementation plan with prioritized projects, responsible entities, timelines, and estimated costs. Propose indicators for monitoring progress and suggest mechanisms for plan amendments and updates.
11. **Special Planning Areas:** Evaluate development patterns in the Town to determine if there are areas in the Town with special conditions that require further study or policies. A potential area of interest is the geographical area considered to be Goldsby's first-ever "Main Street District". An overlay ordinance and special zoning consideration is desired by the town to promote economic growth while maintaining a rural identity.

12. **Community Character Design:** The Plan, through community input and review of the existing plan, should incorporate a set of policies that address the community image and preservation of the community attributes and character that make it a desirable, rural community. The consultant should consider things such as density, aesthetic design guidelines, sign regulations, building types, as well as transportation corridors.
13. **Codes and Regulations:** The consultant must also identify gaps, inconsistencies, or conflicts between current codes and regulations and the new Comprehensive Plan. Following the Comprehensive Plan being approved, and adopted, recommended updates to the Codes and Subdivision Regulations will be provided by the applicant to ensure alignment between current codes and regulations and the new Comprehensive Plan. This will consist of a review by the applicant and a series of detailed recommendations for changes.
14. **Plan Adoption:** Assist Goldsby staff with plan adoption process, including presentations to elected and appointed officials and other key stakeholders.

## COMPREHENSIVE TRANSPORTATION PLAN

### Scope of Work

Provide a Comprehensive Transportation Plan to reflect the updated development priorities identified in the Comprehensive Plan. The impact of the widening of I-35, the new roundabouts, and bridge construction at the Goldsby exit that are Oklahoma Department of Transportation projects should still be included or mentioned as they have key impacts and changes to transportation for Goldsby. In addition incorporate local road use plans as defined by the Town. Build-outs or recommendations for consideration of areas or projects should relate and reference back to land use as defined in Comprehensive Plan.

The Comprehensive Transportation Plan will be used to develop new improvement projects extending over multiple years over the next 20 years. Improvements should be classified as short-, medium, and long-range projects. The improvements will be utilized to develop future requests for state and federal funding grant sources as applicable.

## STORMWATER MASTER PLAN

### Scope of Work

Provide a Comprehensive Stormwater Master Plan to integrate recommendations regarding flood plain and watershed protection. Demands of future development need to be identified and recommendations made to successfully achieve sustainable and responsible build-out scenarios.

## WATER MASTER PLAN

### Scope of Work

This project will include an update of the Water Hydraulic Modeling Report to achieve the overall community vision and support of sustainable and affordable water. The plan should account for the approved build-out scenarios for future land use as defined in the Comprehensive Plan. Aspects of work envisioned to ensure a viable, resilient, and sustainable plan is developed would most likely include:

**Distribution System Hydraulic Model Update:** The existing hydraulic model will need to be updated to include any added infrastructure for the system and determine if any additional required improvements are necessary to

serve the existing and future growth within the Township. Improvements must consider flow, pressure, storage, water quality, resiliency and reliability necessary to provide continued service for Goldsby's water system and its customers.

**Advanced Water Metering System Improvements:** The Town currently has an Advanced Water Metering system. Future land uses may impact the extent of this system and will be required to serve so this plan will need to determine required system upgrades. The Plan should also include any recommendations to the present system to better service and maintain of the system by looking at any future infrastructure to gather readings, meter upgrades that would benefit the Utility as well as possible software or technology not presently leveraged to improve support and maintenance of the Utility and customer engagement. Mobile payments, notifications, water consumption and usage, as well as leak detection and notification would be areas or features to possibly consider.

**Life Cycle Cost Analysis and Cost of Service:** Required improvements and their estimated operating costs will be a consideration in selecting recommendations. This effort will need to identify or lay out any required improvements necessary to provide the Utility a plan for providing reliable, resilient service for the Town of Goldsby as a result of the Comprehensive Plan.

## WASTEWATER MASTER PLAN

### Scope of Work

The project will include the development of a Wastewater Master Plan that builds upon the designs and present wastewater lagoon project underway to serve commercial development for Goldsby. It should include a modeling report to achieve the overall community vision and support the approved build-out scenarios for future land use as defined in the Comprehensive Plan. Aspects of work envisioned to ensure a viable and robust plan is developed would most likely include:

**Wastewater Treatment Updates:** The plan will need to evaluate treatment improvements necessary to the existing treatment facility for any future land use or developments.

**Collection System Hydraulic Model:** The existing collection system will need to be updated to include any added infrastructure and determine new infrastructure required to serve the proposed land uses within the Comprehensive Plan.

**Life Cycle Cost Analysis and Cost of Service:** Required improvements and their estimated operating costs will be a consideration in selecting recommendations. This effort will need to identify or lay out any required improvements necessary to provide the Utility a plan for providing reliable, resilient service for the Town of Goldsby as a result of the Comprehensive Plan.

#### ***IV. Proposal Submission***

Interested consulting firms are invited to submit their proposals, including:

1. **Qualifications:**
  - a. Background statement describing the firm(s), capabilities, principals, staff availability, and location.
  - b. Relevant project experience, including at least three (3) similar projects with references.
2. **Project Approach:** Proposed approach and methodology for the comprehensive plan based on the provided scope of work Provide description of any additional or optional tasks.
3. **Schedule:** Work plan with a detailed breakdown of tasks, milestones, and timeline.
4. **Proposed Team:**
  - a. Organization chart defining team member roles.
  - b. Resumes of all key personnel (limited to one page each)
5. **Project Budget:** Submit a not-to-exceed cost for the project, with estimated cost, by task. Include all costs associated with the project, including travel and material expenses.
  - a. **Please provide separate pricing for the Updates to Codes and Regulations and individual Master Plans referencing back to the Comprehensive Plan.**

#### ***V. Evaluation Criteria***

The Town of Goldsby and public trusts of which the Town of Goldsby is the beneficiary retains the right to reject all proposals and to re-solicit if deemed to be in the best interest of the Town.

The Town of Goldsby Board of Trustees will evaluate each potential respondent in terms of its:

- Professional qualifications necessary for satisfactory performance of required services;
- Specialized experience and technical competence in the type of work required;
- Capacity to begin the work immediately and complete the project in a timely manner;
- Past performance on recent projects in terms of cost control, quality of work, and compliance with project schedules;

The Respondents will be evaluated based on the written material submitted and according to the following factors:

- |   |        |
|---|--------|
| • Experience of the firm with this particular type of project | 20 pts |
| • Experience of the design team with similar projects         | 20 pts |
| • Current capacity to accomplish the work in a timely manner  | 20 pts |
| • Reference from other clients attesting the firm's:          |        |
| • Completeness of Proposal                                    | 15 pts |
| • Compliance with project schedules                           | 10 pts |
| • Intangibles   | 10 pts |
| • Oklahoma Based Firm   | 5 pts  |

The Town of Goldsby Board of Trustees will serve as the evaluation committee and will evaluate and rank each submittal based on the required information provided. Evaluation factors are based on the abilities of the proposer to efficiently perform the Scope of Services as generally outlined in this document. The Evaluation Committee will seek to identify the proposals which will best meet the needs of the Town of Goldsby, Oklahoma.

## VI. Submission Deadline

Proposals must be submitted electronically to [Adam@TownofGoldsby.com](mailto:Adam@TownofGoldsby.com) no later than December 12<sup>th</sup>, 2023 no later than 4:00 P.M. Late submissions will not be considered.

Milestone	Schedule
RFP Released	October 2 <sup>nd</sup> , 2023
<b>*Pre-Proposal Conference</b>	October 17 <sup>th</sup> , 2023 @ 4:00 P.M. CST
Questions Due to the Town Administrator	November 7 <sup>th</sup> , 2023
Responses Posted	November 14 <sup>th</sup> , 2023
Proposals Due to the Town	December 12 <sup>th</sup> , 2023 no later than 4:00 P.M.
Proposal Evaluation and Interviews	December 13 <sup>th</sup> , 2023 – January 5 <sup>th</sup> , 2024
Contract Negotiations and Contract Award by Trustees	January – February 2024

**\*Applicants may attend the Pre-Proposal Conference Microsoft TEAMS meeting listed in the calendar above if there are any questions pertaining to the RFP. See below for link and login information to the Pre-Proposal Conference meeting.**

**\*Pre-Proposal Conference Microsoft TEAMS Meeting October 17<sup>th</sup>, 2023 at 4:00pm CST.**

Meeting Join Link: [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_NzIIYjRiODMtMDUyYi00N2RiLTlmYzltY2MzYjVIZmQ0Mzc3%40thread.v2/0?context=%7b%22id%22%3a%22a1c14eec-06df-4ccc-8014-125c11e72e68%22%2c%22oid%22%3a%221bc9c4b8-60c0-4d70-96f4-af1b447889e2%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_NzIIYjRiODMtMDUyYi00N2RiLTlmYzltY2MzYjVIZmQ0Mzc3%40thread.v2/0?context=%7b%22id%22%3a%22a1c14eec-06df-4ccc-8014-125c11e72e68%22%2c%22oid%22%3a%221bc9c4b8-60c0-4d70-96f4-af1b447889e2%22%7d)

Meeting ID: 259 735 652 92

Passcode: SB5hyu

## VII. Instructions for Responding

Please provide one (1) copy of the proposal. The submittal may be submitted via email to [Adam@TownofGoldsby.com](mailto:Adam@TownofGoldsby.com) or via mail in an enclosed envelope. The submittal should have “SOQ for Town of Goldsby; Comprehensive Planning Services” and name of the responder clearly written, addressed to:

The Town of Goldsby  
Attn: Adam Vossen

Submissions **will be accepted by email** or via the **Town Clerk’s Office**, located at 100 E. Center Rd. Goldsby, OK 73093.

### *VIII. Contact Information*

For inquiries or clarification, please contact:

Adam Vossen  
Town Administrator  
[Adam@TownofGoldsby.com](mailto:Adam@TownofGoldsby.com)  
405-288-6675

We look forward to receiving your proposal and partnering with a qualified consulting firm to shape the future of the Town of Goldsby.

Sincerely,

Adam Vossen  
Town Administrator  
Town of Goldsby, OK