



Association of Central Oklahoma Governments

Request for Proposals

Comprehensive Economic Development Strategy for Central Oklahoma (CEDS)

Issue Date: September 20, 2017
Submission Deadline: October 31, 2017

Background Information

The Association of Central Oklahoma Governments is seeking proposals from qualified professionals that are knowledgeable in research and development, planning, and data analysis to conduct a complete update of the 2013 Comprehensive Economic Development Strategy (CEDS) for Central Oklahoma region.

Throughout this RFP, Central Oklahoma is defined geographically as the combined areas of Oklahoma, Cleveland, Canadian and Logan Counties.

About ACOG

Established in 1966, ACOG is an Association of local governments (the cities, towns and county governments) within the Central Oklahoma area. ACOG works as a regional planning organization on multiple missions including mobility, public safety, water and quality of life issues that impact the citizens of Central Oklahoma. ACOG is one of 11 “councils of government” charged with addressing regional issues and partnerships throughout the State of Oklahoma.

ACOG is a designated Metropolitan Planning Organization for the greater Oklahoma City region. The MPO is federally recognized entity that coordinates transportation planning and determines priorities for transportation funding.

ACOG assists its member local governments with regional planning and program deployment and provides a wide range of technical assistance on services that also include management of the regional 9-1-1 emergency phone system, surface and ground water policy, regional initiatives and other long range strategic programming.

The Association’s primary service region includes Oklahoma, Cleveland, Canadian and Logan Counties, but sometimes extends beyond these boundaries depending on the particular program or partnership. The city of Oklahoma City is situated within the region and is home to the State’s Capital complex and seat of state government.

Central Oklahoma CEDS

ACOG has received funding from a planning grant from the US Economic Development Administration (EDA) to maintain the **Comprehensive Economic Development Strategy** for the Central Oklahoma region. ACOG was designated Economic Development District (EDD) by the EDA in 2013.

The CEDS is a locally initiated planning process designed to provide a mechanism for guiding and coordinating the efforts of Central Oklahoma individuals, municipalities, counties and organizations concerned with economic development. The purpose is to serve as a guide in the continuation of successful economic development projects and the facilitation of new projects based on analysis of the region’s economic situation, and to prepare and maintain a comprehensive inventory of infrastructure and job creation prospects in the region in a dynamic platform.

ACOG and Economic Development in Central Oklahoma

Central Oklahoma has several very dynamic organizations dedicated to economic development. The City of Oklahoma City in cooperation with the Oklahoma City Alliance for Economic Development has a successful track record of economic development projects. In addition, the Greater Oklahoma City Chamber of Commerce is heavily engaged in industry-building efforts. There are also many smaller organizations and municipalities including, but not limited to area chambers of commerce and nonprofits dedicated to various aspects of economic development. They are primarily focused on job creation within their respective jurisdictions and/or area of interest.

Considering these multiple, successful economic development efforts, one of the goals of the CEDS will be to specifically identify the best ways that ACOG can add value to the numerous current regional programs.

ACOG is the MPO for Central Oklahoma

ACOG serves as the Metropolitan Planning Organization (MPO) for Central Oklahoma and is charged with short-term management and deployment of federal transportation dollars in our area, as well as developing and updating a long-range transportation plan with a 25-year horizon. While transportation issues are covered by existing programs, there is a gap regarding a comprehensive regional inventory and strategy for development of all other types of physical infrastructure. Specifically, then, the CEDS should be focused on:

- Regional physical infrastructure needs
- Related Projects

That in turn, would allow ACOG to participate as a partner with the existing economic development leadership and allow ACOG to utilize its expertise in regional planning.

Central Oklahoma CEDS, Governance and Deployment

The hired consultant will cooperate and work with ACOG staff and regional economic development partners in the preparation and development of the proposed CEDS. After the proposed CEDS is reviewed and approved by ACOG's policy board, the ACOG Board of Directors, ACOG will then coordinate the work of the CEDS Committee, a technical committee of public and private stakeholders. Together, these stakeholders will work to deploy and implement the recommendations and strategies of the CEDS plan.

While the City of Oklahoma City has prepared CEDS plans in the past, there has never been a CEDS developed for the entire metropolitan Oklahoma City region as whole.

Central Oklahoma CEDS goals and Strategies

Maintaining the Central Oklahoma CEDs is required of Economic Development Districts who receive funding from EDA. Functions of the Central Oklahoma CEDS should include:

- **Present** background and historical information about economic development
- **Evaluate** the economic conditions of the Central Oklahoma n

- **Evaluate** the needs of the Central Oklahoma
- **Evaluate** the infrastructure inventory of the Central Oklahoma
- **Assess** appropriate economic development strategies for Central Oklahoma
- **Identify** appropriate economic development strategies for Central Oklahoma
- **Define** Central Oklahoma's strengths, weaknesses, opportunities and threats concerning economic development
- **Identify** the goals and visions for the region
- **Set the Course** for future development actions.
- **Create** strategic action plan to achieve goals and objectives
- **Determine** and **Develop** strategies for the implementation of these goals
- **Establish** evaluation standards to measure the success of the strategies

Resiliency and Disaster

In addition, the CEDS should address resiliency and recovery in the face of natural disasters and other major economic disruptions in our changing global economy. It should outline ways to

- **Diversify** the regional economy away from a declining sector
- **Deal** with the impacts of the loss of a major employer
- **Position** Central Oklahoma to withstand and quickly recover from the effects of natural disasters, a changing climate, and other economic shocks

In addition, the CEDS should outline ACOG's role in helping Central Oklahoma bounce back from disruptions and reposition the region to bounce forward. This should include, but not be limited to:

- **Illustrating** ACOG's ability to navigate federal programs
- **Documenting** ACOG's Technical Expertise, agency-wide
- **Identifying** ACOG's Broad Network of Partners (All levels of Government as well as partners in the private and philanthropic sectors.)
- **Prioritizing** resilient transportation investments
- **Diversifying** the Regional Economy
- **Assessing** Economic Vulnerabilities
- **Promoting** Green Infrastructure
- **Promoting** Safe Development

Proposal Content

Responses to the RFP should include a detailed work plan that addresses:

- Overall timelines and milestones necessary to complete the CEDS
- Specific activities that will be accomplished
- Staffing and number of hours that will be devoted to each activity
- Descriptions of work products that will be produced.
- Develop a work plan to guide and manage the project
- Establish a schedule with milestones
- Establish a process for communication with the sponsoring agencies

Collect Data and Assess Needs

- Identify Central Oklahoma economic development strengths and constraints
- Research and identify infrastructure needs
- Review anticipated Central Oklahoma economic development activity, potential future developments, current and future plans and other information that could affect the project
- Evaluate local and regional labor characteristics; recommend actions to strengthen linkages with regional educational institutions to employment development providers
- Identify potential opportunities and issues

Funding Analysis

- Research and identify federal, state and local funding sources
- Identify opportunities for joint development and or public-private partnerships

Prepare Study Report and Documentation

- Prepare periodic status reports
- Document all findings and prepare a draft and a final report
- Present the findings to ACOG and interested stakeholders
- Consultant will provide printed copies of the final report to ACOG staff, as well as an electronic copy of the final report

Evaluation Criteria

Responses to this proposal will be evaluated on the following criteria:

- Qualification/experience of prime consultant with studies of similar type and size
- Qualification/experience of sub consultants with studies of similar type and size and/or special expertise beneficial to study
- Demonstration of knowledge of economic development principles and trends
- Indication of sufficient staff for all facets of the study
- Past record of performance on similar projects
- Proposed cost of the study and demonstration of commitment for meeting the project budget and schedule

ACOG staff, representatives of ACOG technical and/or policy committees and Central Oklahoma economic development professionals will review the proposals, conduct the interviews and select the project consultant. Interviews will be scheduled for November/December 2017.

Send proposals via mail or email to:

John G. Johnson, Executive Director

Association of Central Oklahoma Governments

4205 N. Lincoln Boulevard

Oklahoma City, Oklahoma 73105

(405) 234-2264

bgarner@acogok.org and jgjohnson@acogok.org

Legal Matters

- A. It is understood that this RFP does not obligate ACOG to pay any costs incurred by the application in the preparation and submission of a proposal or an interview.
- B. The Association reserves the right to reject any or all proposals and to negotiate the terms of the contract, including the award amount, with the selected vendor prior to entering a contract.
- C. As a public agency formed under Title 74, Oklahoma Statutes, ACOG is an exempt from income, property and sales tax.
- D. The Association of Central Oklahoma Governments in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C 2000d to 2000-4, hereby notifies all bidders that it will affirmatively ensure that that in any contact entered into pursuant to this advertisement, Disadvantaged Business Enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, sex, age, national origin, disability/handicap, or income status in consideration of award.
- E. Upon completion of the Comprehensive Economic Development Strategy, all data, maps and reports shall be the property of ACOG.

Other Contacts

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Channels

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