



CITY OF ADA
A Municipal Corporation

Community Development Department
231 SOUTH TOWNSEND
ADA, OKLAHOMA 74820
580-436-6300 Ext. 316

August 26, 2025

Re: Request for Proposal for Updated Comprehensive Plan and
New Unified Development Code

Dear Interested Party:

The City of Ada is requesting proposals from qualified firms to provide an Updated Comprehensive Plan and New Unified Development Code.

If your firm is interested in providing a proposal, please respond to the enclosed Request for Proposals no later than **4:00 p.m. on October 8, 2025**. All Proposals will be reviewed by select City staff members. The City of Ada reserves the right to request firms to make brief presentations for further evaluation in the selection.

A contract may or may not be negotiated as a result of this process. The final determination and approval of any contract shall be at the discretion of the City of Ada.

Respectfully Submitted,

City of Ada

Staci Bungard

Staci Bungard
Community Development Director

cc: Tommy Eaton, City Manager, City of Ada
Angie Stout, Assistant City Manager, City of Ada
Frank Stout, City Attorney, City of Ada

**REQUEST FOR PROPOSALS
FOR PROFESSIONAL SERVICES**

for

**Updated Comprehensive Plan and New Unified Development Code
CITY OF ADA**

Date: **August 26, 2025**

Subject: Request for Proposals to provide an Updated Comprehensive Plan and New Unified Development Code, for the City of Ada

Submittal Address:

Proposals shall be mailed or hand delivered to the following:

City of Ada
Attn: Community Development Department
231 South Townsend
Ada, OK 74820

Due Date and Time:

Request for Qualifications are due by **4:00 p.m. on October 8, 2025**

Questions:

All questions regarding this Request for Qualifications should be submitted **via email only** prior to 4:00 p.m. on September 15, 2025.

Please address questions to Staci Bungard, Community Development Director, at the following email address:

Email: staci.bungard@adaok.com

I. PROJECT INTRODUCTION:

The City of Ada is soliciting Request for Proposals (RFP) from qualified consulting firms to develop an updated Comprehensive Plan and new Unified Development Code. The Comprehensive Plan and Unified Development Code will build upon previous planning efforts and develop a community vision to guide growth and development until 2040. The Comprehensive Plan will serve as a strategic guide for future growth, development, and to enhance the quality of life and provide for a sustainable, inclusive, and vibrant community.

The new Unified Development Code will reinforce the policies and desired outcomes of the Comprehensive Plan. The Unified Development Code shall encompass the zoning ordinance, subdivision regulations and all development standards including but not limited to: districts, overlay districts, parking, signage, specific use standards, landscaping, screening/buffering, medical marijuana, mobile/manufactured home development, etc.

COMMUNITY INFORMATION:

The City of Ada was incorporated in 1901 and now has a population of just under 17,000. Ada is located within Pontotoc County and is the County seat. Ada serves as a regional marketplace with a small-town atmosphere that is strategically located in southern Oklahoma with easy access to nearby metro areas of Oklahoma City, Tulsa, and Dallas. The city covers about 15.8 square miles and is intersected by U.S. Highways 377 and State Highways 1, 3, and 19.

The city has multiple opportunities for higher education and employment. Ada is home to the Chickasaw Nation Headquarters, Chickasaw Nation Medical Center, East Central University, Pontotoc Technology Center, Mercy Hospital, Robert S. Kerr Environmental Research Center, and many other employers and organizations. Ada is part of Main Street America and Tree City USA. The city hosts multiple parks with Wintersmith Park being the largest at 150 acres in size.

Since passing the first “Penny for our City” Sales Tax in 2010, more than \$52 million has been invested into the community including a new police and fire station, Main Street upgrades, the Irving Community/Senior Center, the Ada Sports Complex, and two aquatic centers at Wintersmith and Glenwood Parks. The City has provided for a variety of facilities, amenities, and infrastructure to help improve the quality of life.

The Housing and Land Use Initiative kicked off with several housing studies and the development and adoption of the Neighborhood Plans for four strategically located neighborhoods developed prior to 1940. In order to update the Comprehensive Plan, the City would like to reference the following documents:

- Advancing Ada Neighborhood Plans and Future Land Use Maps (2025)
- 2020 Long-Range Plan
- City of Ada Sidewalk & Trail Master Plan
- RKG Housing Needs Assessment and Plan of Action (2015)
- Debruler City of Ada Housing & Redevelopment Options (2018)
- CDS Housing Assessment & Strategy Report (2023)
- Oklahoma Long Range Transportation Plan (obtain from OK Dept of Transportation)
- East Central University (ECU) Campus Master Plan (obtain from ECU)
- Water & Wastewater Master Plans (in process)
- Other relevant data and information

The City of Ada is seeking a Comprehensive Plan that contains innovative and strategic measures for land use, development, infrastructure, streets, and municipal services that is developed created with a broad cross section of community input.

II. GENERAL SCOPE OF SERVICES:

The RFP seeks to establish a partnership with a qualified planning consultant to prepare an updated Comprehensive Plan and new Unified Development Code for the City of Ada. The Comprehensive Plan will guide decisions affecting the physical development and redevelopment within the City. The goal of the new Unified Development Code is to streamline processes where appropriate, allow for modern and innovative planning practices, expand permitted uses in all districts, develop specific use standards, promote development on existing infill lots, and support development that is identified by the housing studies and the community. The consultant is responsible for the collection and analysis of demographic data, existing land uses, streets, infrastructure, community facilities, housing, and other relevant data sources. The consultant shall coordinate with city staff and other consultants to obtain relevant data. The Advancing Ada Neighborhood Plans should be utilized and incorporated into the Comprehensive Plan. The Scope of Work should focus on the City's needs, concerns, and opportunities and provide specific and feasible solutions.

Community Engagement

The process of preparing the updated Comprehensive Plan and new Unified Development Code will be critical to its success and must ensure the final document reflects the vision for the community as determined by citizens, developers, landowners, appointed and elected officials, government and agency partners, and other stakeholders through community engagement and participation. The consultant shall be responsible for designing a public engagement strategy for incorporating effective and innovative participation techniques that encourage citizen participation throughout the development of the updated Comprehensive Plan and new Unified Development Code. Interactive exercises and design studio workshops are encouraged. The goal should be to include all segments of the community in a conversation that provides useful insight into the community. The consultant should develop a strategy to work with an Advisory Committee and various Stakeholder Groups. Examples of effective public engagement strategies shall be reflected in the proposals. The public engagement strategy shall include the latest technologies and a project website to host all the information and events. The consultant will be responsible for facilitating all public meetings, workshops, surveys, a project website, and any other engagement activities.

Plan Elements

The selected firm will be responsible for preparing a unique, easy to read, and visionary document that uses visualization techniques to depict relevant information including but not limited to GIS maps, illustrations, renderings, and diagrams.

1. Community Profile

The Community Profile should include a complete inventory of existing conditions and a community analysis with the following:

- Community history
- Existing land uses
- Natural environmental elements
- Demographic, socioeconomic trends, and populations predictions to 2040
- Transportation network and street system
- Community facilities
- Other relevant topics

2. Plan Boundary

The plan boundary shall consider the corporate limits of Ada and the land around the City that may be suitable for annexation.

3. Economic Development

An economic analysis and forecast of Ada should be included to help determine future growth, housing, and infrastructure capacity needs. Strategies to foster economic development and provide additional sales tax revenues shall be provided.

4. Housing and Neighborhoods

Using the existing housing studies, establish strategies for attracting the development of housing units. Specific examples of housing programs, local incentives, and the distribution of City owned lots for development shall be provided.

5. Transportation and Mobility

Examine the existing street network and provide recommendations for future street connections that will enhance safety, promote connectivity, reduce congestion, and provide multi-modal options. An analysis of the existing alleys and a program to incrementally improve and partner with developers for alley revitalization shall be provided.

6. Environmental Assets and Constraints

Identify areas with environmental constraints showing floodway/floodplain, steep slopes, blue line streams, utility issues, etc. Use the information to show areas that are suitable for urban growth and future annexation.

7. Parks, Trails, and Open Space

Assess current parks and trails and provide recommendations for improvements, expansion, and identify funding sources to complete projects.

8. Infrastructure and Utilities

Review existing utilities and infrastructure and identify the current capacity in relation to the project development demand and build-out scenario for future land uses.

9. Municipal Facilities and Services

Review existing municipal facilities and services to ensure a high level of public safety and service delivery is provided and maintained through the community.

10. Land Use Plan

Provide a detailed future land use map and build-out scenarios until 2040. Identify the following:

- Future growth and annexation areas
- Locations for future open space, drainage facilities, recreation, residential, commercial, industrial, and community/institutional uses
- Incorporate the future land use maps from the Neighborhood Plans
- Areas to best support the housing needs documented in housing studies
- Incentive options for future development
- Infrastructure expansions necessary to support growth
- Cost/Benefit analysis of development
- Future location of public facilities and street expansions

11. Community Character and Design (Special Planning Areas)

Analyze and identify community character attributes and develop strategies to both support and strengthen the existing community character. Identify areas of special aesthetic and neighborhood concern such as Main Street, Arts District, Campus Area, entryway corridors, commercial areas abutting residential neighborhoods, etc. Recommend processes, aesthetic considerations and requirements, and provide transition and mitigation measures for mixed uses and transitioning densities.

12. Partnerships

Communicate and identify ways to collaborate with existing partners to achieve results. Partnerships include:

- Chickasaw Nation
- Pontotoc County
- East Central University
- Pontotoc Technology Center
- Local School Districts
- Grow Ada
- Ada Area Chamber of Commerce
- Others as appropriate

13. Implementation

Provide an implementation matrix establishing timeframes, priorities, outcomes, responsible entities, and potential funding sources when appropriate. The implementation plan shall be used for Capital Improvement Planning, budgeting, and have measurable goals and outcomes.

14. Executive Summary

The Executive Summary shall be in a format that is easy to reproduce and allows for independent circulation and shall include:

- Outline of the vision
- Detailed goals of the Plan
- Objectives of the Plan
- Future land use maps
- Guide for decision-makers
- Educational tools for the citizens of the community

15. Unified Development Code

The new Unified Development Code should be consistent with the policies and recommendations in the updated Comprehensive Plan and provide a thorough update to modernize and offer flexibility while achieving desired outcomes. The code should be written in an ordinance format utilizing the standard City of Ada format that is adoptable. A clear, consistent, equitable, transparent, and administrable code is desired. The current zoning ordinance is set up as 'pyramid zoning' that lacks flexibility for land uses and is somewhat ineffective at preserving commercial development corridors and urban higher intensity districts. The new Unified Development Code should consider the following:

- Expand permitted and uses permitted on review
- Establish criteria for uses permitted on review
- Develop nonconforming section with increased flexibility
- Update and improve design standards to maximize the capacity of the built environment to allow for redevelopment and reinvestment
- Address density, lot sizes and coverage, landscaping/buffering, parking, etc.

- Develop Mixed-Use, Overlay Districts, Planned Unit Development District, and infill specific development standards
- Allow for 'missing middle' housing types, live-work, and other in-demand housing types that are infeasible under the current code
- Provide for regulations that will minimize the overuse of Planned Unit Developments where appropriate
- Review and update current Arts District
- Consider district for tiny homes and manufactured homes with development standards
- Update signage, parking, medical marijuana regulations, supplemental regulations, etc.
- Update Subdivision Regulations prioritizing platting, streamlining process, updating infrastructure standards, establishing clear process for City acceptance of public improvements, etc.
- Provide infrastructure assistance recommendations

16. Plan Adoption

The consultant is responsible for assisting staff with the adoption processes of the Comprehensive Plan and Unified Development Code. The consultant needs to be available for presentations and to answer questions regarding the project. Materials for meetings and workshops shall be presented to staff in a timely manner for review and distribution. The consultant is expected to present the Comprehensive Plan and Unified Development Code to the Planning Commission and City Council.

17. Deliverables

Comprehensive Plan

Deliverables will include, but are not limited to the following:

- Ten bound color copies
- Digital and hardcopy of all originals (including maps, shapefiles, illustrations, charts, tables, etc.)
- Final maps and source data files
- One (1) plan designed to be integrated into the City's website
- PDF format for the digital copy

Unified Development Code

- Prepared and presented in the City of Ada ordinance format
- Ten bound hardcopies
- Digital and hardcopy of all originals (including charts, sketches, tables, etc.)
- Both Microsoft Word and PDF format for digital copies

18. Timeframe and Project Schedule

It is expected to take 18-20 months to complete the Comprehensive Plan and Unified Development Code. At a minimum, monthly progress meetings shall be conducted through video conferencing and setup by the consultant. The project timeline with milestones is as follows:

Date	Milestone
August 26, 2025	RFP Released
September 15, 2025	Questions Due to the City
September 24, 2025	Responses Posted
October 8, 2025	Proposals Due to the City
October 9 – October 23, 2025	Project Evaluation
October 28 – November 10, 2025	Consultant Interviews
November 12 – December 1, 2025	Contract Negotiations
December 15, 2025	Contract Award by City Council

III. DIRECTIONS FOR SUBMITTING PROPOSALS:

Each RFP is to be mailed or hand delivered to City of Ada Community Development Department, 231 South Townsend, Ada, OK 74820 by 4:00 p.m. on October 8, 2025. A USB drive with the proposal shall also be submitted. A non-responsive or incomplete proposal will not be considered.

Proposals shall be marked “**RFP For – Comprehensive Plan and Unified Development Code.**” Six (6) hard copies and one (1) PDF of the Statement of Qualifications shall be submitted.

IV. PROPOSAL CONTENT:

Proposals shall address the following items in numerical order with the total length of submittal not to exceed 150 pages. Electronic proposals submitted via USB drive are strongly encouraged to use hyperlinks when referencing work samples.

1. Qualifications and Experience

Detailed history, qualifications, and experience of the firm and key personnel participating in the project. Illustrate competencies and professional qualifications to show how they will be used to complete the project for the City of Ada. Address the qualified number of personnel to accomplish the work and meet the required timeframe. In addition, provide information on any subcontractors that will be used.

2. References

A minimum of three project references with contact information for projects completed or substantially completed within the last five years. Project references shall be applicable to the specific project manager and key team members proposed for this project. Project references shall include the size of the contract, community size, and final outcome. The City reserves the right to contact the references.

3. Review of Preliminary Scope of Work and Schedule

Review the scope of work and provide comments concerning the firm’s understanding and role in meeting the scope of work. Provide detailed information on each plan element and describe the proposed methodology that will be used to develop the Comprehensive Plan and Unified Development Code. Provide a schedule aligned with the key tasks described in the RFP.

4. Project Approach and Community Outreach

Provide a detailed description of the project approach and community engagement process proposed for this project. Describe any social media or web-based platforms for obtaining public input as well as your firm's approach to conducting public meetings.

5. Cost Proposals

Submit a separate not-to-exceed fee for professional services, plus expenses, that shall be itemized by various components of the work for the Comprehensive Plan and Unified Development Code. The cost proposals shall be submitted in a separate sealed envelope.

V. CITY RIGHTS AND RESPONSIBILITIES:

The City of Ada reserves the right to verify the qualifications as provided or ask for further qualifications for performance of the services described herein. In addition, the City of Ada reserves the right to:

1. Reject any or all of the submitted Request for Proposals.
2. Issue clarifications to the RFP or rejection of the RFP.
3. Execute an Agreement (Task Order Edition) with one or more of the Consultants.
4. Waive informalities and irregularities in the RFP.
5. The City of Ada is not responsible for any expenses which consultants may incur in the preparation and submittal of a proposal including travel expenses for pre-award interviews.

The issuance of this RFP will not commit the City of Ada to enter into a contract or reimburse any or all costs associated and or incurred in the development of Consultant's Proposal.

VI. EVALUATION & SELECTION CRITERIA:

The City will begin the evaluation process immediately after the submittal deadline. The City reserves the right to request additional information and to reject any and all proposals. As part of the evaluation process, respondents may be asked to present their proposal and interview with the City.

The proposals will be evaluated on the following criteria:

1. Experience of the firm with similar projects and references including the project team members – 20 Points
2. Project approach, completeness, and quality of proposal – 30 Points
3. Understanding of the Vision and Goals of the Comprehensive Plan and Unified Development Code – 20 Points
4. Demonstrated abilities to conduct a robust and effective public engagement process – 20 Points
5. Capacity to complete deliverables on time and within budget – 10 Points

VII. INSURANCE:

Consultant shall include a Certificate of Insurance in their proposal.

- 1 Workers' Compensation: Statutory
2. Employer's Liability
 - a) Bodily injury, each accident: \$1,000,000.00
 - b) Bodily injury by disease, each employee: \$1,000,000.00
 - c) Bodily injury/disease, aggregate: \$1,000,000.00
3. General Liability –
 - a) Each Occurrence
(Bodily Injury and Property Damage): \$1,000,000.00
 - b) General Aggregate: \$1,000,000.00
4. Excess or Umbrella Liability –
 - a) Each Occurrence: \$1,000,000.00
 - b) General Aggregate: \$2,000,000.00
5. Automobile Liability - Combined Single Limit (Bodily Injury and Property Damage): –
\$1,000,000.00
6. Professional Liability –
 - a) Each Claim Made: \$1,000,000.00
 - b) Annual Aggregate: \$2,000,000.00

OFFICER AUTHORIZATION FORM

I, as an officer of this organization, or per the attached letter of authorization, am duly authorized to certify the information provided herein is accurate and true;

Printed Name

Signature

Title

Date

CONSULTANTS CONTACT INFORMATION:

Company Name: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Phone: _____

Fax: _____

Email: _____

Website: _____