

# EXHIBIT 3



City of Carson  
Purchasing Division  
701 E. Carson Street  
Carson, CA 90745

## REQUEST FOR QUALIFICATIONS: RFQ No. 23-004Q

Notice is hereby given that the Purchasing Manager of the City of Carson will accept submittals for:

### HISTORIAN, INTERACTIVE MAP AND DIGITAL CONTENT

|                     |                     |
|---------------------|---------------------|
| ISSUE DATE:         | 12/07/23            |
| QUESTIONS DEADLINE: | 12/14/23   02:00 PM |
| SUBMITTAL DEADLINE: | 01/04/24   10:30 AM |

### ELECTRONIC SUBMITTALS ARE REQUIRED

### ELECTRONIC COST FILE IS REQUIRED AND MUST BE SUBMITTED SEPARATELY FROM THE MAIN ELECTRONIC RFQ SUBMITTAL

#### REGISTER AS A VENDOR AND SUBMIT:

- 1) MAIN ELECTRONIC RFQ SUBMITTAL; AND
- 2) SEPARATE ELECTRONIC COST FILE SUBMITTAL AT:  
<https://pbsystem.planetbids.com/portal/32461/portal-home>

No late submittals will be accepted. Submittals received after the deadline established will not be considered. Respondents are strongly encouraged to carefully read the entire RFQ and are solely responsible for the timely submittal of complete RFQs. The City reserves the sole right to evaluate the RFQs submitted, waive any irregularity therein, approve sub-consultants, and select one or more firms, or reject any and all firms, should such action be deemed in the best interests of the City.

All questions or requests for interpretation regarding this RFQ 23-004Q must be submitted online through PlanetBids within the date and time specified. Any City response for this RFQ not posted through PlanetBids is unauthorized and will be considered invalid. Any attempt to lobby elected officials or city staff during the period between the release of a solicitation and the announcement of the contract award, may result in disqualification from the selection process. Submissions are not confidential and are subject to release in response to a public records request after negotiations are complete.

Please note, in the event of a conflict between any details included in this RFQ 23-004Q and any details in PlanetBids, this RFQ 23-004Q document shall control and govern.

To view other bidding opportunities from the City of Carson, please visit:  
<http://ci.carson.us.FinanceBidding.aspx>

**RFQ 23-004Q  
HISTORIAN, INTERACTIVE MAP AND DIGITAL CONTENT**

Table of Contents

|   |   |
|---|---|
| A. Introduction   | 3 |
| B. Reserved – Does Not Apply to this RFQ                          | 3 |
| C. Submittal Requirements   | 3 |
| D. Questions and Addenda  | 5 |
| E. Respondent Qualifications and Requirements                     | 5 |
| F. Procurement Location and Schedule                              | 5 |
| G. Other Requirements   | 5 |
| H. Cost File Submittal  | 6 |
| I. Main Submittal Opening, Document Review, and Award of Contract | 6 |
| Project Scope and Specifications                                  | 8 |

**ADDITIONAL DOCUMENTS AVAILABLE ON PLANETBIDS AS DOWNLOADS**

1. Affidavit of Non-Federal Lobbyist Requirements
2. Debarment and Suspension Certification
3. Affidavit of Non-Collusion and Non-discrimination
4. Client Reference List
5. W-9 Request for Taxpayer Identification Number and Certification
6. Instructions for Entering Electronic Bids

**A. INTRODUCTION**

The City of Carson; hereinafter referred to as “City” through this Request for Qualifications, RFQ No. 23-004Q, is seeking professional consulting services from qualified and experienced individuals or firms to conduct research for the development of a comprehensive historical book, a digital interactive map, and production of a video documentary highlighting the rich history of Carson as detailed in the Project Scope and Specifications.

The City does not expect any one individual or firm to specialize in all areas identified herein, and recognizes there may be stronger skill sets in comparison, and the intent is to select a range of consultants who together can provide a broad scope of expertise that can best support the City’s anticipated needs. The City may choose to award multiple contracts of differing values to individuals or firms based on their qualifications and scope of services.

The City intends to award a (3) three-year contract with the option to extend the term for (2) two additional (1) one-year terms at the City’s sole discretion.

This RFQ and selection process, along with any subsequent agreements with qualified individuals or firms for the established services will be managed by the Deputy City Manager and project team.

The City of Carson was incorporated as a California general law city on February 20, 1968. On November 6, 2018, with the City’s voters’ approval, the City of Carson became a California chartered city. Carson is considered one of the youngest municipalities in the South Bay region of Los Angeles County. Carson is located less than 20 miles south of downtown Los Angeles and is considered part of the South Bay section of Los Angeles County. The City’s acreage is 19.2 square miles, and has grown considerably, beginning with a population of 61,000 in 1968 and with a current population of close to 100,000 residents.

Carson prides itself on being a culturally diverse community and is accessible by air, rail and freeway. The City is close to the Los Angeles International Airport, the Long Beach Airport, the Port of Los Angeles, and the Port of Long Beach. The four freeways that surround or run through the City are the Harbor (110); the San Diego (405); the Artesia (91); and the Long Beach (710). Additionally, the MTA Bus Line frequently stops in Carson on its route between Los Angeles and Long Beach and the City’s owned bus system, the Carson Circuit, provides convenient bus transportation within the City. There is no other city in the Los Angeles-Orange County region that matches Carson’s ease of accessibility. The City is home to many large, modern petrochemical, electronics, automobile, aerospace, trucking, and high-tech facilities. Many of these companies have won regional and local beautification awards. A number of multinational companies also call Carson their home by locating their corporate headquarters here. Through cooperative efforts between the City and businesses, the vitality and future of Carson continues to flourish.

**B. RESERVED – DOES NOT APPLY TO THIS RFQ**

**C. SUBMITTAL REQUIREMENTS**

Both the Main Submittal and separate Cost File Submittal must include the Respondent's name and company address and reference the City's RFQ No. 23-004Q.

Electronic Submittals: Please allow sufficient time to prepare and upload your documents into the PlanetBids system prior to the deadline, as the system will lock and not allow entry of submittals after the designated deadline. Any technical questions regarding use of PlanetBids must be directed to PlanetBids (818)-992-1771)

The Main Submittal must be succinct and include the following sections numbered in accordance with Table A Required Main Submittal Sections and Documents. Main Submittal MUST NOT exceed 12 pages. Main Submittal exceeding 12 pages may be disqualified from consideration. Numbers 1-4 count towards the 12 page limit. Numbers 5-11 do not count towards the 12 page limit. Promotional materials are discouraged.

| Table A: Required Main Submittal Sections and Documents |   |                        |
|---|---|------------------------|
| 1   | <p><b>Cover Letter, Company Certification and Personnel Verification</b><br/>                     Certification, on company letterhead that the person submitting the submittal is authorized to contract on behalf of the prospective Respondent. Examples of authorized persons include owner, partner, or corporate officer. Include name, title, address, and contact information. If Respondent is a corporation, certification should include statement that corporation is in good standing with the California Secretary of State. Include general company information and resumes of key personnel to be assigned to the engagement.</p> | Required               |
| 2   | <p><b>Subcontractor List</b> (if applicable)<br/>                     Include the subcontractor's qualifications and the nature and extent of work to be performed by each subcontractor.</p>   | Required if applicable |
| 3   | <p><b>Project Understanding</b><br/>                     Detailed narrative for Respondent's understanding of the project and its significance.</p>   | Required               |
| 4   | <p><b>Project Approach and Workplan</b><br/>                     Detailed narrative including methodology and work plan, including any optional tasks.</p>  | Required               |
| 5   | <p><b>Client Reference List</b><br/>                     Governmental entities preferred. Include client contact information and a brief description of the service provided to each client. Minimum of (3) three references for work performed within the last (3) three (download from PlanetBids)</p>  | Required               |
| 6   | <p><b>Modification, Changes or Exceptions to the Agreement for Contract Services</b><br/>                     Exceptions to the specifications of any proposed items, contract terms and conditions shall be fully described and stated in writing <b>See "Exhibit B"</b></p>   | Required if applicable |
| 7   | <p><b>Affidavit of Non-Collusion and Non-Discrimination</b><br/>                     (download from PlanetBids)</p>   | Required               |
| 8   | <p><b>Federal Lobbyist Requirements</b><br/>                     (download from PlanetBids)</p>   | Required               |
| 9   | <p><b>Debarment and Suspension Certificate</b><br/>                     (download from PlanetBids)</p>  | Required               |
| 10  | <p><b>W-9 Request for Taxpayer Identification Number and Certification</b><br/>                     (download from PlanetBids)</p>  | Required               |

**D. QUESTIONS AND ADDENDA**

All project scope questions must be posted to PlanetBids under the “Q&A” tab by the due date and time established. The City will coordinate responses and post them to PlanetBids (5) five days prior to the bid deadline for all interested Respondents to review.

If discrepancies or omissions are found for this document, the City reserves the right to make such changes as deemed appropriate. Any such changes will be by written addenda, which will be posted to PlanetBids no later than (5) five calendar days prior to the RFQ deadline. The City reserves the right to extend the RFQ deadline.

|   | <b>Type of Question</b>      | <b>Contact</b>                        | <b>Contact Info</b>  |
|---|------------------------------|---------------------------------------|--|
| 1 | Those related to the Project | PlanetBids                            | Post directly to PlanetBids under “Q&A” tab  |
| 2 | Use of PlanetBids            | PlanetBids                            | (818) 992-1771   |
| 3 | City’s Purchasing Process    | Josilla Togiola<br>Purchasing Manager | <a href="mailto:jtogiola@carsonca.gov">jtogiola@carsonca.gov</a><br>(310) 952-1758 ext. 1237 |

**E. RESPONDENT QUALIFICATIONS AND REQUIREMENTS**

Respondents who do not meet the minimum qualifications will be disqualified.

Respondents shall clearly demonstrate expertise in historical research, digital content creation, and documentary production. Individuals firms shall include professionals with experience in history, research, digital mapping, graphic design, and videography. Respondents shall comply with all applicable industry standards and guidelines for historical research and digital content.

Awarded Respondent(s) and subcontractor(s) (if applicable) must pay the City’s business license tax and submit required insurance documents prior to execution of the contract.

**F. PROCUREMENT LOCATION AND SCHEDULE**

Job location: **Remote**  
 Job Work Schedule: **To be determined upon contract award**

| <b>Anticipated Procurement Schedule<br/>Subject to Change</b> |  |                   |
|---|--|-------------------|
| 1   | Award of Contract                      | <b>March 2024</b> |
| 2   | Contract Execution & Notice to Proceed | <b>March 2024</b> |
| 3   | Begin Engagement                       | <b>March 2024</b> |
| 4   | Complete Engagement                    | <b>TBD</b>        |

**G. OTHER REQUIREMENTS**

The City’s form contract is required (see Agreement for Contract Services). Specific requirements are outlined in the form contract.

The majority of the work as required herein must be performed by the awarded consultant(s). The work may not be subcontracted to another consultant unless the sub-consultant has been included in the main submittal, or a substitution has been approved in writing by the City's Contract Officer in advance of work performed.

**H. COST FILE SUBMITTAL**

DO NOT INCLUDE COSTS WITH THE MAIN RFQ SUBMITTAL DOCUMENTS.  
COST FILE SUBMITTAL MUST BE SUBMITTED SEPARATELY FROM THE MAIN RFQ SUBMITTAL.

Respondents must provide everything necessary at their own expense including, but not limited to labor, materials, and equipment required to perform and complete the required work.

The Cost File Submittal shall detail all necessary labor, materials, and fees to complete the work required as detailed in the Project Scope and Specifications. Permits, licenses and fees must be obtained at the awarded Respondent's sole expense. Federal taxes must not be included, as the City is exempt from paying federal taxes. However, the City does pay Sales Tax on the purchase of items, which must be included as a separate line within the total Cost File Submittal price.

The following costs will not be allowed: additional charges such as fuel surcharges and mileage rates, fines, entertainment, advertising, and any costs considered inappropriate for reimbursement from taxpayer money.

In the separate Cost File Submittal, include hourly rates for additional work which may be authorized by the City's Contract Officer.

**I. MAIN SUBMITTAL OPENING, DOCUMENT REVIEW, AND AWARD OF CONTRACT(S)**

Main Submittals will be opened publicly in the Office of the City Clerk on the date and time established and are considered confidential until a contract recommendation is made to City Council.

Separate Cost File Submittal will only be opened after evaluation of the top-ranked Respondents.

The City may hold interviews with Respondents prior to a final selection of the project consultant(s). Such interviews may be conducted in by electronic means or in person. The City reserves the right to make such additional investigation as it deems necessary to establish the competence and financial stability of any Respondent.

No contract exists until the City Council has made the award, and the Agreement for Contract Services has been fully executed.

The City of Carson reserves the right to reject the submittals, request additional information or take any other action considered to be in the best interest of the City per the Carson Municipal Code (CMC) Article II Administration, Chapter 6 Purchasing

System.

**Specific Evaluation Criteria For Award of Contract Will Be As Follows:**

Main Submittals will be evaluated initially to determine if they are responsive to the requirements of this RFQ. This RFQ is a qualification-based selection and contract award will be based on Respondent’s qualifications. An evaluation panel, consisting of City staff and members selected by City staff, will review and evaluate all Main Submittals received by the date and time established, or as amended by addenda, and the Main Submittals will be evaluated based on the thoroughness, clarity, and quality of the material presented. The City reserves the right to request additional information and clarification of any information submitted and to allow corrections or errors or omissions.

Respondents who have the qualifications (expertise and skills) and experience (documented, successful, and relevant) necessary to meet the requirements of this RFQ will be scored and ranked using the criteria and point assignments listed in Table 1 Evaluation Criteria – Main Submittal and Table 2 Evaluation Criteria – Interviews. Respondents submitting the most highly ranked qualification-based Main Submittals may be invited for interviews.

| <b>Table 1 Evaluation Criteria – Main Submittals</b> |   | <b>Maximum Possible Points</b> |
|--|---|--------------------------------|
| 1  | Respondent’s completeness and presentation of submittal                         | 20                             |
| 2  | Respondent’s demonstrated understanding of the Project Scope and Specifications | 20                             |
| 3  | Respondent’s project approach and workplan                                      | 20                             |
| 4  | Qualifications and experience of the Respondent and Key Personnel               | 20                             |
| 5  | Resources and capacity to perform the required services                         | 20                             |
| 6  | References  | Pass/Fail                      |
| <b>TOTAL POSSIBLE POINTS</b>                         |   | <b>100</b>                     |

**Table 2 Evaluation Criteria – Interviews**

Should the City elect to hold interviews, the following evaluation criteria and rating points will be used to evaluate the Respondents invited to interview.

| <b>Table 2 Evaluation Criteria – Interviews</b> |  | <b>Maximum Possible Points</b> |
|---|--|--------------------------------|
| 6   | Qualifications and experience of Respondent    | 25                             |
| 7   | Qualifications and experience of Key Personnel | 25                             |
| 8   | Response to interview questions                | 25                             |
| 9   | Project management, approach, and workplan     | 25                             |
| <b>TOTAL POSSIBLE POINTS</b>                    |  | <b>100</b>                     |

NOTE: Cost File Submittal is required for all Respondents; however, Cost File Submittals will remain unopened until the City’s review/selection committee has identified the top-ranked Respondent(s) as the result of the evaluation process, and interviews (if held). Respondents MUST NOT include their Cost File Submittal in their Main Submittal. PlanetBids allows Respondents to submit their Cost File information as a separate submittal attachment.

**PROJECT SCOPE AND SPECIFICATIONS**  
**RFQ-004Q**  
**HISTORIAN, INTERACTIVE MAP AND DIGITAL CONTENT**

This project will include both a research component and a fieldwork component. The research component will require the consultant to gather information on the historic context of the City and potential historic resources. The consultant shall use a methodology that includes both primary and archival sources to gather the required historical context. This will involve people with knowledge of the past, specific events, and significant trends. The fieldwork component will require conducting research to provide a firsthand understanding of the culture and environment being studied.

The awarded consultant(s) shall be responsible for the following tasks and deliverables.

**I. HISTORIAN SERVICES**

General historian services include and are not limited to:

a. Historical Research and Analysis

i. Conduct a comprehensive study of Carson's history including descriptive research focusing on describing events, people or cultures in detail, including gathering information from various sources such as:

1. Copies of published books and reports (*Filipinos in Carson and the South Bay California, Images of American Carson, The History of Carson, California.*) etc.;
2. Libraries;
3. Universities;
4. Museums;
5. Newspaper archives;
6. Review and collect historical maps;
7. Local oral histories;
8. Historical events;
9. Historic aerial photography;
10. Public policy;
11. Local businesses;
12. Genealogy;
13. City website; and
14. Other relevant resources.

ii. Analyze primary and secondary historical sources to ensure accuracy and



provide a detailed account of the City’s history and development.

- iii. Identify significant events, milestones, and influential figures to explain why events, people, or cultures occurred in a certain way that shaped Carson’s history.

b. Historical Book

- i. Compile the gathered information into a professional written historical book that presents a cohesive and engaging narrative.
- ii. Include relevant visuals, such as photographs, maps, illustrations, and other graphics, to enhance the book’s visual appeal.
- iii. Collaborate with the City’s Project Manager and project team to ensure that the book accurately reflects the image and values of the City.

c. Digital Interactive Historical Web Map/Page

- i. Design and develop a digital interactive historical web map/page that allows users to explore different periods and aspects of Carson’s history.
- ii. Incorporate interactive features, such as clickable markers, timelines, and multimedia elements, to engage both visitors and residents of all ages.
- iii. Ensure the web/map page is user-friendly, accessible, and compatible with various devices and web browsers.

d. Short Video Documentary

- i. Create a high-quality short video documentary that showcases the City’s history, recent achievements, and notable landmarks.
- ii. Develop a compelling script and storyboard, highlighting key historical events and their relevance to the City’s present-date successes.
- iii. Include interviews, archival footage, animations, and other visual elements to enhance the documentary’s storytelling.

**II. DELIVERABLES**

- a. Attendance at the kickoff meeting with City’s Project Manager and project team. During the meeting, the timeline and deliverables will be finalized. City will schedule kickoff meeting upon contract execution.
- b. During the performance period, the Consultant shall provide electronic monthly progress reports to the City’s Project Manager.
- c. A comprehensive historical book, including written content, photographs, maps, and other visuals, ready for publication either to be sent to a printer or in-house printing.
- d. A digital interactive historical web map/page that integrates seamlessly into the City’s website and provides an engaging user experience.
- e. A high-quality short video documentary that effectively portrays the City’s history and recent accomplishments.