



**REQUEST FOR QUALIFICATIONS (RFQ)**  
**FOR**  
**PUBLIC RELATIONS, OUTREACH, ENGAGEMENT AND**  
**MARKETING CONSULTING,**  
**FOR THE**  
**MARYSVILLE CHINATOWN BLUEPRINT PROJECT**

**August 25, 2025**

**SUBMISSIONS DUE**  
**September 29, 2025, BY 3:00 PM**

**ISSUED BY**  
**The City of Marysville**  
**526 C Street**  
**Marysville, CA 95901**

## **GLOSSARY**

The following definitions shall apply to and are used in this Request for Qualifications:

"CBO" refers to the Community Based Organization or Marysville Chinese Community, inc.

"Statement of Qualifications" (SOQ) or "Qualifications" or "Proposal" refers to the complete responses to this RFQ submitted by the Respondents.

"Qualified Respondent" refers to those Respondents who (in the sole judgment of the CBO) have satisfied the criteria set forth in this RFQ.

"Request for Qualifications" (RFQ) refers to this Request for Qualifications, including any amendments thereof or supplements thereto.

"Respondent" or "Respondents" refers to the interested firm(s) that submit a SOQ.

## **I. Introduction and Purpose**

The City of Marysville is soliciting qualifications from interested person(s) or firms or interdisciplinary teams (“Consultants”) interested in providing public relations or engagement services for **THE MARYSVILLE CHINATOWN BLUEPRINT PROJECT** related to engaging and soliciting feedback from stakeholders and help in identifying potential improvements to support Chinatown. The selected firm(s) will assist the CITY and the Citizen Based Organization (CBO) representing the Chinese community in outreach and stakeholder engagement efforts in the pursuit of data gathering for the Blueprint, a planning document for the future of the Marysville Chinatown area.

The planning grant is funded by the Sacramento Area Council of Government’s (SACOG) Engage, Empower, Implement (EEI) Regional Funding Grant that includes federal funding through the California Department of Transportation (Caltrans), that is a new funding program that will establish and fund community-based outreach and engagement projects throughout the six-county SACOG region. Community-based organizations (CBOs) and SACOG member jurisdictions will partner to plan and implement these projects in their local communities with assistance from the EEI process, technical resources, and tools.

EEI will incorporate community-led planning and design principles to identify communities’ priorities and develop projects that meet their needs. Through this collaborative planning process with member jurisdictions and CBOs, the region will be able to identify and create community-driven and equitable projects ready for federal, state, and local funding opportunities.

The City is partnering with the Marysville Chinese Community (referred to as the Community Based Organization or CBO), to provide outreach and engagement to the community. The consultant will help with the outreach efforts.

### **Summary of approach & work**

The Marysville Chinatown Blueprint project identifies the Marysville Chinatown community, a presently and historically disadvantaged community to benefit from this grant. The Blueprint specifically looks at Marysville’s Chinatown and identifying the physical limits of Chinatown is one of the tasks this grant will accomplish. The center of Chinatown is approximately and culturally the historic Bok Kai Temple, on First Street and D Street.

## **Project Goal/Outcome**

This grant will complete significant engagement efforts which will lead to recommendations to prepare a Marysville Chinatown Blueprint document. This Blueprint will:

1. Define the limits of Chinatown for City adoption/recognition.
2. Identify ways for the CBO and City to reinvigorate Chinatown and attract visitors, residents, and businesses, with a recognition of the Bok Kai temple as a key driver and attractor.
3. Recommend public space improvements, including conceptual design of two key locations and associated costs to set the community up for future grant efforts. This is anticipated to include public transportation and access recommendations.
4. Recommend public transportation improvements topics of the projects community engagement, such as public transportation, bike/pedestrian amenities and resident/visitor access points.

The engagement efforts are also intended to galvanize further interest and partnerships to implement the Blueprint after this grant is complete.

Through a Request for Qualifications process described herein, persons and/or firms interested in assisting the City with the provision of such services must prepare and submit a Statement of Qualifications (SOQ) in accordance with the procedure and schedule in this RFQ. The City and CBO and project team will review SOQs only from those firms that submit an SOQ, which includes all the information required to be included as described herein (in the sole judgment of the city). The City intends to qualify the person(s) and/or firm(s) that (a) possesses the professional, financial, and administrative capabilities to provide the proposed services, and (b) will agree to work under the compensation terms and conditions determined by the City to provide the greatest benefit to the community of Marysville Chinatown.

The city will evaluate submissions based on qualifications, experience, and demonstrated ability to meet the project scope and schedule. The most qualified firm will be recommended to the City Council for contract award.

## **II. General Disclaimer**

This RFQ does not commit the City to award a contract. This RFQ and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City and residents of the area in question. No other party, including any Respondent, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any

Respondent to this RFQ, shall become the property of the City and may be subject to public disclosure by the City, or any authorized agent of the City. The City is not liable for any costs incurred by Respondents in preparing and submitting a Statement of Qualifications (SOQs) in response to this RFQ or for any costs and expenses incurred in meeting with or making presentations to the City if so requested.

### **III. Title VI Solicitation Notice**

The City, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations issued thereunder (49 CFR Part 21), hereby notifies all applicants that it will affirmatively ensure that for any contract entered into pursuant to this advertisement, Disadvantaged Business Enterprises (DBEs) will be afforded full and fair opportunity to submit SOQs in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

### **IV. Project Description**

Project Site: The center of Chinatown is approximately and culturally in the vicinity of the historic Bok Kai Temple. The project will explore supporting the Chinatown community within the confines of the downtown area on First Street and D Street.

#### Description:

This grant will complete significant engagement efforts which will lead to recommendations within the Marysville Chinatown Blueprint. This Blueprint will:

1. Define the limits of Chinatown for City adoption/recognition.
2. Identify ways for the CBO and City to reinvigorate Chinatown and attract visitors, residents, and businesses, with a recognition of the Bok Kai temple as a key driver and attractor.
3. Recommend public space improvements, including conceptual design of two key locations and associated costs to set the community up for future grant efforts. This is anticipated to include public transportation and access recommendations.
4. Recommend public transportation improvements topics of the project's community engagement, such as public transportation, bike/pedestrian amenities and resident/visitor access points.

The selected public relations consultant will assist the City and the Community Based Organization to identify community engagement strategies to assist in meeting the above Blueprint deliverables.

A more detailed scope of work is found in Exhibit C.

The City intends to enter into agreement(s) with a qualified consultant(s) to provide outreach, engagement and marketing services aimed at gathering data from many different stakeholders to ultimately be able to compile a blueprint for the future vision of the Marysville Chinatown area.

The selected Consultant will be responsible for:

- Providing community engagement and collaboration and marketing expertise (to get public participation and feedback on the project) which is the main component of the grant and prepare marketing portions of the plan. This could include maintaining mailing and email lists, providing noticing, conducting surveys, conducting workshops and outreach or other methods to engage the community.

All work must comply with the grant federal and state requirements and be completed in alignment with the project schedule.

This opportunity is open only to prime respondents with substantial, direct and relevant consulting experience. Respondents must demonstrate extensive experience in outreach and marketing.

## **V. General Provisions**

For the purposes of this RFQ, the City is requesting that services be provided by a project team including, at minimum:

- A marketing/professional services firm/individual capable of providing outreach, engagement with stakeholders, and marketing efforts as outlined in Exhibit A.

No a part of this RFP, however the City separately will be looking for the following assistance:

- A Landscape Architect that can provide recommendations for public improvements to help define the district and support economic development. As an example: add an entry feature/archway that defines Chinatown and to redesign the under-programed Plaza Park which is within Chinatown immediately adjacent to the Bok Kai temple. Based on the feedback gathered up to this point, draft designs and inspiration will be developed and presented back to the community at a design town hall.
- A transportation consultant that can provide recommendations for enhanced mobility options to support the district.

All work shall be in accordance with the Federal government, SACOG, City of Marysville or other applicable standards.

All plans, specifications, and associated documentation are ‘instruments of service’ and are the property of the City of Marysville and may be requested for delivery at any time. The successful consultant’s project teams (prime and sub-Request for Qualifications EEI Blueprint Project) are required to follow the provisions of 49 CFR Part 15 and Part 1520 (Protection of Sensitive Security Information). The successful respondent shall submit for approval a plan showing how such documents will be handled and controlled.

## **VI. Selection Criteria and Procedure**

It is the ultimate intent of City Marysville to obtain outreach, engagement and marketing services by selecting a submittal that best addresses the required project and design outcome objectives. The Project Team upon review of all submittals provided, will exercise selective discretion, based on evaluative scoring (given below as “CRITERIA”) in selecting the respondent who appear capable of executing the project in the fashion desired.

	<b>Criteria</b>	<b>Maximum Points</b>
1	Experience with similar projects	30
2	Understanding of the work to be performed and project approach	20
3	Knowledge of local community issues	15
4	Staff expertise and experience and demonstrated technical ability	15
5	Strong understanding of community led planning and capability of developing innovative solutions	10
6	Financial responsibility and availability	5
7	Overall impression and responsiveness	5
	<b>Total</b>	100

### **Notice to Proposers of Disadvantaged Business Enterprise (DBE) requirements**

Please note because the City of Marysville is receiving federal funds administered through Caltrans for this project, the City is proposing a 16% DBE goal. Firms that are designated as DBEs and other small businesses are strongly encouraged to participate in this project. Information regarding DBE can be found on Caltrans website: <https://dot.ca.gov/-/media/dotmedia/programs/local-assistance/documents/lapm/ch10.pdf>

### Notification of Consultant Rankings

Notification of consultant rankings will be issued by a Notice of Intent, phone, electronic mail or by letter and will be dated, no later than October 3, 2025.

### Cost Proposals and Final Scope of Work

#### Fee and Final Scope Negotiation

The most qualified respondent will be invited to enter into fee and final scope negotiations with the City. The respondents will be invited to attend a meeting with City staff to review the project and ensure that all parties have a complete understanding of the work required. The City will provide all available material related to the project to the consultant, who will provide the CITY with a written, detailed fee and final scope of work proposal.

If a negotiated agreement cannot be reached with the first selected respondent or the respondent is not responsive or timely in responding prior to the award, the City retains the right to end negotiations and continue the selection process with the next highest ranked consultant that submitted a SOQ. This process will continue until a satisfactory fee and final scope negotiation is completed.

A formal notice to proceed with the selected respondent will occur after all required documentation (insurance, applicable licenses etc.) are submitted to the City and once a job number has been established with the City's Finance Department.

### **VII. Statement Of Qualifications Requirements and Submittal**

The following requirements are provided for standardizing the preparation and submission of SOQs by all consultants. The intent is to assist respondents in the preparation of their SOQs and to assist the City and qualifications evaluation committee by providing standards for comparison of respondents SOQs and narrowing qualification requirements.

**SOQs shall contain the following information in the order listed:**

#### **1. Introductory Letter (2 pages maximum\*)**

The introductory (or transmittal) letter should broadly touch on the understanding of community/placed based planning and understanding of the project and shall be addressed to:

Nadine Sims  
City Clerk



City of Marysville  
526 C Street  
Marysville, CA 95901

The letter shall include the respondent's contact name, mailing address, telephone number, facsimile number, and email address. Include the offices where work will be conducted by the consultant and listed sub-consultants.

The letter shall state that the consultant and all sub-consultants shall comply with all local, state and federal requirements.

The consultant shall disclose any financial, business, or other relationship with the City that may have an impact upon the outcome of the contract or the construction project. The consultant shall also list all current clients who may have a financial interest in the outcome of this contract.

The letter shall also indicate any conflicts or non-acceptability of the terms and conditions of the City's proposed agreement, including all of the attachments to the agreement, see. Proposed deviations and modifications to the contract agreement shall be noted and supporting reasons provided. The City will not consider changes to the agreement once consultant selection has been completed. If necessary, the proposed deviations and modifications, along with the reasoning therefore, may be attached as an appendix to the SOQ.

The letter shall indicate that the consultant does not have a financial or business interest in the architectural or engineering design of this project and that respondent will not enter into any financial or business relationship as a contractor or subcontractor for the construction of this project if selected to perform the services as outlined under this RFQ.

## **2. Statement of Qualifications and Experience (4 pages maximum) and List of Vital Personnel**

Identify respondent's Project Manager, Project Staff, sub-consultants and other vital personnel. Describe the responsibilities of each and show the relationships on an Organizational Chart. Include previous project experience similar to the subject project (with special attention to regional projects), ability, and capability of the City for undertaking and performing the work. Identify the current availability of all vital personnel. The City must approve any changes in vital personnel and sub-consultants after the award of contract before any change can be made.

Provide project descriptions, contact names, current email addresses, and current telephone numbers for three (3) references of similar project experience that illustrates the quality and past performance of the project team, including a delivery record with reference to schedule and budget.

Provide a list of all vital personnel, including only each individual's name, company, project position, email address, phone number, and address; if any sub-consultant(s) are used a list of vital personnel containing the individual's name, company, project position, e-mail address, phone number and address. The City must approve any changes in vital personnel and subconsultants after the award of contract before any change can be made. The List of Vital Personnel shall be formatted in such a manner that it can be included in and provided in an electronic file compatible with Microsoft Word as described *Statement of Qualifications Submittal Delivery* section. The List of Vital Personnel shall be submitted in an appendix to SOQ and does not count towards the page limit for this section. Resumes for these consultants' vital personnel only may also be provided in an appendix to the SOQ. Resumes shall be limited to two pages per person and do not count towards the page limit for this section

### **3. Project Understanding (3 pages maximum)**

Describe respondent's understanding of the project. Identify the possible and or recommended approach and procedure for accomplishing the project goals. Discuss potential hurdles and critical tasks applicable to the project. You may also describe how your team is best suited to address key issues.

### **4. Proposed Scope of Work**

The proposed scope of work shall address the tasks identified in this RFQ. Other tasks, items of work or services which the consultant believes are applicable to the project may also be included. The Scope of Work shall include a schedule, tied to the date of the execution of the contract with the respondent, which shows the anticipated completion times for each task. The scope of work shall be formatted in such a manner that it can be included into the City's standard contract and provided in a file type compatible with Microsoft Word.

Do not include any information regarding consultant fees or costs at this time.

### **Statement of Qualifications Submittal Delivery**

All submittals, consisting of one (1) signed original, five (5) copies, and one (1) electronic copy (on a flash drive in PDF format) of the SOQ, one (1) electronic copy of the List of Vital Personnel (provided on the same flash drive in MS Word compatible format), one (1) electronic copy of the Scope of Work (provided on the same flash drive in MS Word compatible format).

Nadine Sims  
City Clerk  
City of Marysville

526 C Street  
Marysville, CA 95901

SOQ packages must be received at the prescribed location no later than the date and time described in Section VI of this RFQ. SOQ packages received after the time and date specified will not be considered and will be returned unopened. Any SOQ received prior to the time and date specified above may be withdrawn or modified by written request of the proposer so long as the modified SOQ is received prior to the time and date specified as the deadline for SOQ submittals. SOQs and submittals that do not conform to the requirements, including page limits, will be rejected.

#### **VIII. Anticipated Schedule**

Issue RFQ	August 25, 2025
Written Questions	September 1, 2025
SOQ Submittals	September 29, 2025
Initial Consultant Ranking	October 3, 2025
Contractual Agreement/Notice to Proceed	November 17, 2025*

\*Depending on cost may need City Council approval

#### **IX. Additional Information**

##### **Project Funding**

The City of Marysville's grant award from the SACOG's Engage, Empower and Implement program will fund this Consultant's work effort.

##### **Financial Management and Accounting System Requirements**

The consultant must have an adequate financial management and accounting system as required by 48 CFR § 16.301-3, 48 CFR Part 31, 24 CFR Part 570, and 24 CFR § 85.20 et seq. The City will not award a contract to a consultant that does not have an adequate financial management and accounting system.

Compensation under any contract resulting from this RFQ will be based on audited rates developed through a qualifying City of Marysville or other government audit.

##### **Levine Act**

Prospective consultants are advised that the consultant selection process described in this RFQ, and any award of an agreement to provide the requested services, is subject to compliance by the selected Consultant with the requirements of the Levine Act after selection and prior to agreement award.

The Levine Act is found in California Government Code section 84308, a portion of the Political Reform Act of 1974 (Gov. Code, § 81000 et seq.). Generally, the Levine Act includes the following requirements:

**A. City officer may not accept contribution after officer knows proceeding is pending**

While the RFQ process and award of an agreement hereunder is pending, and for twelve (12) months following the date an agreement is awarded, a City officer shall not accept, solicit, or direct a campaign contribution, to their own or any other campaign, of more than \$250 from a party to the process or agreement or a party's agent, or a participant or a participant's agent if the officer has reason to know that the participant has a financial interest in the process or agreement.

**B. City officer may not participate after receiving contribution**

A City officer shall not make, participate in making, or in any way use the officer's official position to influence a decision in the RFQ process or award of an agreement, if the officer has willfully or knowingly received a campaign contribution of more than \$250 within the preceding twelve (12) months from a party to the process or agreement or a party's agent, or a participant or a participant's agent if the officer has reason to know that the participant has a financial interest in the process or agreement.

**C. Party may not contribute to City officer while process or agreement award is pending**

A party to the RFQ process or agreement award, or a participant in the process, or their agents, shall not make a campaign contribution of more than \$250 to a City officer while the process and agreement award are pending before the City, and for twelve (12) months following the date the agreement is awarded.

**D. Party must disclose contributions made to City officer within certain timeframe**

A party to the RFQ process or agreement award shall disclose on the record, before an agreement is awarded, any campaign contribution of more than \$250 made to a City officer within the preceding twelve (12) months by the party or the party's agent.

The selected respondent will be required to sign and submit a CAMPAIGN CONTRIBUTION DISCLOSURE FORM to the City after selection and prior to award of the agreement by the Municipal City Council.

This RFQ does not commit the City to award a contract, to pay any costs incurred in the preparation of a submittal for this request, or to procure a contract for services. The CITY reserves the right to accept or reject any or all submittals received as a result of this request, to negotiate with any qualified firm or to modify or cancel in part or in its entirety the RFQ if it is in the best interests of the CITY to do so.

The prospective consultant is advised, that should this RFQ result in a recommendation for award of a contract, the contract will not be in force until it is approved and fully executed by the City, which will include approval by the City Council.

All products used or developed in the execution of any contract resulting from this RFQ may become public domain as the grant is publicly funded.

Contract award as a result of this RFQ will be made without discrimination based on race, color, religion, age, sex, or national origin.

### **Other Information**

This RFQ does not commit the City to award a contract, to pay any costs incurred in the preparation of a submittal for this request, or to procure or contract for services. The City reserves the right to accept or reject any or all submittals received as a result of this request, to negotiate with any qualified firm or to modify or cancel in part or in its entirety the RFQ if it is in the best interests of the City to do so.

The prospective consultant is advised that should this RFQ result in recommendation for award of a contract, the contract will not be in force until it is approved and fully executed by the City, which will include approval by the City Manager.

All products used or developed in the execution of any contract resulting from this RFQ will become public domain.

Contract award as a result of this RFQ will be made without discrimination based on race, color, religion, age, sex, or national origin.

This RFQ and relevant project documents are available at the City of Marysville website: [www.marysville.ca.us](http://www.marysville.ca.us).

All questions relating to this RFQ must be addressed in writing to the, City of Marysville, 526 C Street, Marysville, CA 95901 or by email to nsims@marysville.ca.us with a CC to jshaad@marysville.ca.us, and kpease@masfirm.com received no later than the time specified in Section VI. Questions received after this time will not be answered. Questions and responses will be posted on the City of Marysville website noted elsewhere in this RFQ. It will be the proposer's responsibility to periodically review the website for addenda and responses to questions and to review any additional information that may be provided by the City.

**X. Disclaimer**

- a) Where funds allocated to this project are not made available, withheld, or reduced by regional or local government entity, the City of Marysville is under no obligation to fund this project, including, but not limited to, any agreement that may be negotiated for consulting services which is the subject of this RFQ.
- b) Any consulting firm selected must, as a condition of entering into any agreement with the City, comply with any requirements imposed upon the City by any state, regional or local public agency or entity, which has agreed to provide funding for this project including, but not limited to, any agreement or amendment that may be negotiated for professional consulting services which is the subject of this RFQ.
- c) All costs incurred in the preparation and submission of proposals and related documentation will be borne by the consulting firm.
- d) Selection of qualified consulting firms will be made on the basis of the proposals as submitted, although the CITY reserves the right to interview applicants as part of the selection process.
- e) The CITY reserves the right to award the contract to the proposer who presents the qualifications which, in the judgment of the CITY, best accomplishes the desired results.
- f) This RFQ does not constitute an offer of employment or to contract for services.
- g) The CITY reserves the option to accept or reject any or all submittals, wholly or in part, received by reason of this request, and make an award, or no award, by reason of the CITY's judgment as to its best interests.
- h) All documents submitted to the CITY in response to this RFQ will become the exclusive property of the CITY and may be returned to the proposer or kept by the CITY, at the sole discretion of the CITY.

- i) All submittals shall remain firm for four (4) months, or 120 days following closing date for receipt of SOQs.
- j) Any contract awarded pursuant to this RFQ will incorporate the requirements and specifications contained in this RFQ. All information presented in a consulting firm's submittals will be considered binding upon selection of the successful proposer, unless otherwise modified and agreed to by the CITY during subsequent negotiations.
- k) The selected consulting firm must be qualified to provide the requested services, able to satisfy all insurance requirements of the CITY, and be available to commence work according to the proposed schedule contained in this RFQ.
- l) Under the provisions of the California Public Records Act (the "Act"), Government code section 6252 et seq., all "public records" (as defined in the Act) of a local agency, such as the City, must be available for inspection and copying upon request of any person. Under the Act, the City may be obligated to provide a copy of any and all responses to this RFQ, if such requests are made after the contract is awarded. One exception to this required disclosure is information which fits within the definition of a confidential trade secret [Government Code section 6254(k)] or contains other technical, financial or other data whose public disclosure could cause injury to the proposer's competitive position. If any consulting firm believes that information contained in its response to this RFQ should be protected from disclosure, the consulting firm MUST specifically identify the pages of the response that contains the information by properly marking the applicable pages and inserting the following notice in the front of its response:

**NOTICE:** The data on pages [ \_\_ ] of this response identified by an asterisk (\*) contain technical or financial information, which are trade secrets, or information for which disclosure would result in substantial injury to the consulting firm's competitive position. Proposer requests that such data be used only for evaluation of the response, but understands that the disclosure will be limited to the extent the City considers proper under law. If an agreement is entered into with the consulting firm, the City shall have the right to use or disclose the data as provided in the agreement, unless otherwise obligated by law.

The City will not honor any attempt by a consulting firm to designate its entire proposal as proprietary. If there is any dispute, lawsuit, claim or demand as to whether information within the response to the RFQ is protected from disclosure under the Act, consulting firm shall

indemnify, defend, and hold harmless, the City arising out of such dispute, lawsuit, claim or demand.

### **Exhibit A Professional Services Contracts Insurance Requirements**

CONTRACTOR shall provide and maintain insurance for the duration of this Agreement against claims for injuries to persons and damage to property which may arise from, or in connection with, performance under the Agreement by the CONTRACTOR, his agents, representatives, employees, and subcontractors, if applicable.

#### **A. Minimum Scope & Limits of Insurance**

1. Coverage at least as broad as Commercial General Liability, Insurance Services Office Commercial General Liability coverage occurrence form CG 00 01, with limits no less than \$2,000,000 per occurrence including products and completed operations, property damage, bodily injury, and personal & advertising injury. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 or 25 04), or the general aggregate limit shall be twice the required occurrence limit.
2. Insurance Services Office Form Number CA 00 01 covering Automobile Liability of \$1,000,000 per occurrence including any auto or, if the CONTRACTOR has no owned autos, hired and non-owned auto coverage. If an annual aggregate applies it must be no less than \$2,000,000.
3. Workers' Compensation insurance as required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limits of no less than \$1,000,000 per accident for bodily injury or disease.
4. Professional Liability (Errors and Omissions) insurance appropriate to the CONTRACTOR's profession, with limits of no less than \$2,000,000 per occurrence or claim, \$3,000,000 aggregate.

#### **B. Specific Provisions of the Certificate**

1. If the required insurance is written on a claims-made form, the retroactive date must be before the date of the contract or the beginning of the contract work and must be maintained and evidence of insurance must be provided for at least five (5) years after completion of the contract work.



2. CONTRACTOR must submit endorsements to the General Liability reflecting the following provisions:

a. The CITY, its officers, agents, officials, employees and volunteers are to be covered as additional insureds as respects; liability arising out of work or operations performed by or on behalf of the CONTRACTOR including material, parts, or equipment furnished in connection with such work or operations.

b. For any claims related to this project, the CONTRACTOR's insurance coverage shall be primary insurance as respects the CITY, its officers, agents, officials, employees and volunteers. Any insurance or self-insurance maintained by the CITY, its officers, agents, officials, employees or volunteers shall be excess of the CONTRACTOR's insurance and shall not contribute with it.

c. CONTRACTOR hereby grants to CITY a waiver of any right to subrogation which any insurer of CONTRACTOR may acquire against the county by virtue of the payment of any loss under such insurance. CONTRACTOR agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the CITY has received a waiver of subrogation endorsement from the insurer.

d. Each insurance policy required by this agreement shall be endorsed to state that coverage shall not be canceled, except after written notice has been provided to the CITY.

3. The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the CITY for all work performed by the CONTRACTOR, its employees, agents, and subcontractors. CONTRACTOR waives all rights against the CITY and its officers, agents, officials, employees and volunteers for recovery of damages to the extent these damages are covered by the workers' compensation and employers' liability.

C. Deductibles and Self-Insured Retentions

Deductibles and Self-insured retentions must be declared and any deductible or self-insured retention that exceeds \$100,000 will be reviewed by the CITY Risk Manager for approval.

D. Acceptability of Insurance

Insurance must be placed with insurers with a current rating given by A.M. Best and Company of no less than A-:VII and a Standard & Poor's Rating (if rated) of at least BBB and from a company approved by the Department of Insurance to conduct business in California. Any waiver of these standards is subject to approval by the City Risk Manager.

E. Verification of Coverage

Prior to approval of this Agreement by the CITY, the CONTRACTOR shall file with the submitting department, certificates of insurance with original endorsements effecting coverage in a form acceptable to the CITY. Endorsements must be signed by persons authorized to bind coverage on behalf of the insurer. The CITY reserves the right to require certified copies of all required insurance policies at any time.

### **Exhibit B WAIVER**

I represent and attest that I am a person authorized to make representations on behalf of the CONTRACTOR, and represent the following:

(mark X if applicable)

Automobile Exemption: I certify that \_\_\_\_\_ does not own nor use vehicles in the performance of the agreement for which this insurance requirement is attached.

Workers' Compensation Exemption: I certify that \_\_\_\_\_ is not required to carry workers' compensation coverage or has filed an exemption with the State of California as required by law.

I acknowledge and represent that we have met the insurance requirements listed above.

Print Name \_\_\_\_\_ Date \_\_\_\_\_

Contractor Name \_\_\_\_\_

Signature \_\_\_\_\_

## **Exhibit C**

### **Scope of Work**

#### **Task 1. Pre-Engagement**

##### **Task 1.1 Kick-off Meeting**

Project team to attend a kick-off meeting to review overall project goals and schedule, preferred methods of communication, and confirm and share each person's roles.

##### **Task 1.2 Pre-Engagement Meeting**

Project Team will meet to continue the pre-engagement work started during the development of this grant application. At this meeting the team will review:

- The existing routes of communication between the CITY and community
- Existing communication between stakeholder non-profits and the community, including the Hop Sing Tong Association, Marysville Peking Sister City Association, Marysville Chinese Cultural Preservation, and Chinese American Heritage Museum.
- Key contacts, additional stakeholders, and City resources will also be identified.
- The expectations surrounding the engagement process will be identified to inform engagement goals.
- What has been learned from past efforts will be reviewed by the team.
- Planned events and additional opportunities will be identified.

**Task 1.3 Existing Engagement approaches and recommended engagement approaches** After the meeting the team will gather the information and develop recommendations:

- The Marketing Team will review the current engagement approach for additional opportunities, suggesting ways to engage more community members.
- The CITY will consolidate all the existing engagement approaches, connections, contacts, and stakeholders into one document.
- A schedule of existing opportunities will be developed.

#### **Task 2. Engagement Plan**

##### **Task 2.1 Engagement Plan**

After the pre-engagement process has been completed and recorded, the Engagement Plan will be developed. The draft engagement plan will be presented to the full stakeholder team for feedback (Task 3.1) and finalized with their input. The engagement plan will include:

- Engagement goals - develop engagement goals and metrics for success including both qualitative and quantitative metrics.

- Engagement Strategy – Overall strategy that will run through all engagement events. This will include:
  - o Methodology
  - o Tools and resources
- Engagement Events – To inform the budget and scope, the project team has outlined the anticipated engagement events as a part of this grant application process. The project team anticipates revising the below outline based on the findings of the Pre-Engagement process, the Engagement Plan, and if necessary, throughout the engagement process.
  - o Stakeholder Town Hall – All partners and stakeholders
  - o Online survey
  - o Bok Kai Parade Welcome event
  - o Bok Kai Parade Weekend – various opportunities
  - o Stakeholder Team Follow Up - Report back on compiled data/findings
  - o Design town hall – Draft designs for public comments
  - o Employees/residents meeting
  - o Landowners meeting

The engagement plan will plan the following for each event:

1. Goals, content/themes for discussion.
2. Preparation of materials and agenda for event.
3. Selection and procurement of venue (or virtual hosting space where required), food, and any other event requirements.
4. Development of advertising materials.
5. Distribution of advertising materials
6. The event itself.
7. Collection of data from the event.
8. Analysis and summary of feedback and event.
9. Project team review of feedback.
10. Evaluation of success (see task 4).
11. Reevaluation of goals/content/approach for next event.

Financial arrangements and compensation structure for consultants will be developed at the beginning of the project. Payment and compensation for everything else will be overseen by the administrator per the financial arrangements and/or monthly.

## **Task 2.2 Engagement Schedule**

A timeline will be developed for the engagement events and associated items listed above. It will include:

- Date when the materials and agenda will finish being developed.
- Date when venue will be reserved.
- Date to start each advertising approach.
- Date and time of event.
- Date of meeting findings will be analyzed, reviewed, and meeting summarized.
- Follow up meeting dates for project team review of data and debrief of success metrics.
- Key decision-making points along/between the engagement events.

### **Task 3. Execution of Plan**

Engagement is the key part of this project effort, bringing community members together, collecting their experiences, and strengthening their voices. The Blueprint will gather this process and the recommendations within will stem from this effort. To effectively develop a scope and budget for this project, the following events are anticipated. This will be reevaluated during the pre-engagement and engagement planning process, and after each event.

**Task 3.1 Stakeholder Town Hall** - The draft engagement plan will be brought before the full project and stakeholder team to provide feedback to finalize engagement plan.

**Task 3.2 Online survey** – This online survey will extend engagement efforts to those who cannot attend in person events. Advertisement for the survey will be concurrent with Bok Kai Weekend advertisements and included in utility bills. The survey will be linked to the Bok Kai Temple website.

**Task 3.3 Stakeholder Team Follow Up** – With feedback from the Bok Kai Parade Weekend, Welcome Event, and online survey, a project and stakeholder team meeting will be held to review the success of the events and report back on the data received. Findings from the feedback will be discussed and next steps determined, including reassessing the engagement plan if necessary.

**Task 3.4 Design town hall** – It is anticipated based on past and current community efforts that there will be a strong desire to add an entry feature/archway that defines Chinatown and to redesign the under-programmed Plaza Park which is within Chinatown immediately adjacent to the Bok Kai temple. Based on the feedback gathered up to this point, draft designs and inspiration will be developed and presented back to the community at a design town hall. To maximize attendance and ensure as many community members as possible can join, lunch will be serviced, cost of bus passes covered, and childcare provided.

**Task 3.5 – Employee/resident meeting and Landowner meeting** – Overtime the number of residents and businesses in Chinatown has dwindled and vacancies increased. One meeting will be held which will invite everyone who lives and works within Chinatown to share their experience of Chinatown's needs and opportunities, any narrative of Chinatown past or present that they wish to share, and vision for the future.

A second meeting will be held with landowners. Many of the people who live and work in Chinatown rent, and a meeting with the landowners to understand their experience of Chinatown's needs and opportunities, narrative of Chinatown past or present, and their vision of strategies that would encourage investment and commitment to the area. This meeting may be held virtually depending on the needs of the landowners.

**Task 3.6 Project Team Meetings** – The project team anticipates gathering at a minimum monthly, in addition to the above-described meetings, to check in all together, ensure tasks remain on track, and give everyone an opportunity to share. These are anticipated to be virtual meetings but will be decided on a case-by-case basis by the project team. Additional one-on-one or small group meetings are included within the above tasks as required to successfully host the engagement events.

#### **Task 4. Evaluation**

The evaluation will assess multiple metrics for success. As a part of the pre-engagement process, goals for each engagement event will be developed, and throughout the engagement process they will be refined if necessary. Goals are anticipated to include quantitative elements, such as number attendees, amount of feedback, and diversity of the people reached. These will be tracked and reported on in the event summaries. Goals will also include qualitative elements, including if people felt heard, the sense of connection to the planning process, and the trust as a result of the process. This will be based on feedback from all participants at the end of smaller meetings or feedback from a portion of participants for larger events.

#### **Task 5.1 Marysville Chinatown Blueprint**

The public outreach effort will support the City and the CBO in preparing a Blueprint which will have the following three focus areas:

- Where is Chinatown? The limits of Chinatown are inconsistent and have not been developed with community input. The Blueprint will define the boundaries with the intent for these to be officially recognized by the City and incorporated into City documents.
- How can we attract people to Chinatown? The Bok Kai temple is considered by many the heart of Chinatown and is an active place of worship, attracting parishioners worldwide. It is also a significant historic landmark. Through community driven recommendations, this plan will address the question, How can the Bok Kai Temple continue to thrive and serve the community? What else defines Chinatown? Other opportunities and recommendations identified by the engagement will also be identified and included.
- How can the public spaces support the community? Two key public spaces have been identified by the community as requiring redesign. Conceptual level design and budget will be developed for Plaza Park, an aged and immensely under programmed park within Chinatown. Conceptual level design and budget will also be developed for a key entry intersection into the community, building on prior archway design efforts. Recommendations and, where identifiable, costs will be provided for other desired public space projects identified as a part of the engagement.

**Task 5.2 Tracking Metrics** - As discussed in Task 4, ongoing accountability is a key part of the Blueprint. A one-page checklist of tracking metrics will be included as Appendix A. This will allow the community and City to track the implementation of the Blueprint.

**Task 5.3 Public Engagement Efforts and Findings** - The full summaries of each engagement event, collected data, and narratives from community members will be recorded in their entirety in Appendix B.