

# CITY OF OAKLAND

## AGENDA REPORT

OFFICE OF THE CITY CLERK

2006 DEC 19 PM 7:11

**TO:** Office of the City Administrator  
**ATTN:** Deborah Edgerly  
**FROM:** City Administrator's Office-Equal Access  
**DATE:** December 19, 2006

**RE: Supplemental Report on the Resolution Authorizing The City Administrator to Enter Into A Professional Services Contract With International Contact, Incorporated, For The Provision of Translation and Interpretation Services To The City of Oakland For An Initial Two (2) Year Term In The Amount Not To Exceed Two Hundred Seventeen Thousand Two Hundred And Fifty Dollars (\$217,250.00) Per Year, With an Option To Extend The Original Contract For Up To A Maximum of Two (2), One (1) Year Terms Without Return To Council**

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### SUMMARY

This supplemental report provides the City Council with additional information requested by the Finance and Management Committee on December 12, 2006 regarding details of staff's selection of International Contact, Inc. over the lowest bidder (International Effectiveness Center) – and the overall differences between the three proposals, the individual rates of the RFP applicants, the number of hours of translation/interpretation services utilized last year, and if it was sufficient.

### FISCAL IMPACT

This is a supplemental report. Fiscal impacts are not included.

### BACKGROUND

On September 15, 2006 the City Administrator's Equal Access Office made an RFP public to the entire Bay Area for translation and interpretation services. A classified announcement was posted in the Oakland Tribune newspaper from September 19 - 21. Additionally, different translation agencies in the Bay Area, translation e-networks and the American Translators Association were sent the RFP announcement via e-mail, followed-up with a telephone call. From these outreach efforts, five (5) agencies requested an RFP package. Four (4) applicants attended the mandatory pre-proposal meeting on September 25th: International Effectiveness Center (San Francisco), Communicaid, Incorporated (San Jose), International Contact, Incorporated (Oakland) and Via Language (Portland, Oregon). Only three (3) proposals were received by the October 9, 2006 deadline; Via Language decided not to participate.

### KEY ISSUES AND IMPACTS

Each RFP proposal was individually reviewed on the content and quality of the RFP response, overall qualifications, references, and oral presentation. In addition, the following criteria were used in evaluating responses to the RFP:

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RFP Evaluation

- Completion based on requested RFP packet
- Quality and content of proposal
- Merits, detractions, evaluator’s observations

Interview

- 5-minute background presentation on the company
- Technical knowledge
- Staff retention
- Sub-contracted work
- Costing: development of fee structure

**Table 1: Overall Results** (a maximum of 175 points could be granted)

COMPANY	EVALUATORS					Scores	FINAL
	A	B	C	D	E		
COMMUNICAID *RFP **INTERVIEW							118.7
	5.7	5	5	5	6	26.7	
	26	27	17	22		92	
INTERNATIONAL EFFECTIVENESS CENTER RFP INTERVIEW							140.6
	6.3	6	4.8	7	5	29.1	
	31	33	25	22.5		111.5	
INTERNATIONAL CONTACT, INC. RFP INTERVIEW							149.7
	6.5	7	6.2	6.5	7	33.2	
	28	27	29	29		116.5	

\* Four (4) evaluators assisted the interview process.

\*\*Five (5) evaluators assisted the RFP evaluation process.

One of the components of the contract is to provide interpretation assistance to City divisions that may need interpretation services to assist limited English-speaking residents during hearings, community town hall meetings, forums or workshops, and Committee or City Council meetings. In-house staff levels are insufficient to provide court-certified or equivalent accredited interpreters to offer the oral bilingual assistance, particularly beyond City Hall building complexes and/or after business-hours and weekends. Interpretation costs per translation agency are specified below:

**Table 2: Language Interpreter Services Rates**

<b>Consecutive Interpreters</b>					
RFP Request 500 hours per fiscal year					
		<b>International Contact, Incorporated</b>	<b>International Effectiveness Center</b>	<b>Communicaid Inc.</b>	
Spanish		\$100.00 / hour	\$65.00 / hour	\$108.00 / hour	
Cantonese		\$100.00 / hour	\$65.00 / hour	\$108.00 / hour	
Mandarin		\$100.00 / hour	\$65.00 / hour	\$108.00 / hour	
Vietnamese		\$100.00 / hour	\$65.00 / hour	\$108.00 / hour	
Other languages		\$150.00-\$200.00 / hour	\$70.00 - \$110.00 / hour	\$148.00 - \$168.00 / hour	
	Rush Fee	none	none	billed at 150%	
		\$50,000.00	\$32,500.00	\$54,000.00	
<b>Simultaneous Interpreters</b>					
RFP Request 100 hours per fiscal year					
		<b>International Contact, Incorporated</b>	<b>International Effectiveness Center</b>	<b>Communicaid Inc.</b>	
Spanish		\$150.00 / hour	\$120.00 / hour	\$134.00 /hour	
Cantonese		\$150.00 / hour	\$120.00 / hour	\$134.00 /hour	
Mandarin		\$150.00 / hour	\$120.00 / hour	\$134.00 /hour	
Vietnamese		\$150.00 / hour	\$120.00 / hour	\$134.00 /hour	
Other languages		\$150.00 / hour	\$170.00- \$220.00 / hour	\$174.00 - \$195.00 /hour	
	Rush Fee	none	none	billed at 150%	
		\$15,000.00	\$12,000.00	\$13,400.00	
<b>TOTALS</b>		<b>\$65,000.00</b>	<b>\$44,500.00</b>	<b>\$67,400.00</b>	

The City utilized approximately 100 hours of interpretive services and requested written translations for an average of 15 documents per month (priced by the word - 26¢ for Spanish and 32¢ for Other languages) last year. Staff does not anticipate any major increase or decrease in the amount or types of interpretive language services required for the coming year.

The three (3) respondents are shown below in alphabetical order, along with their respective translation and interpretation proposed project costs:

- Communicaid, Incorporated \$248,337.50
- International Contact, Incorporated \$217,250.00
- International Effectiveness Center \$139,925.00

Even though International Effectiveness Center presented the most reasonable proposed project cost, the City's evaluation panel took points away because (a) the firm is not located in Oakland, (b) the written RFP proposal did not appear to have been proofread, (c) was not presented in an orderly manner, (d) was incomplete; and (e) did not include supporting proof of certification of contracted translators and interpreters to meet the City's Equal Access Ordinance requirements. In general, their presentation raised doubts and questions for the evaluators about the accuracy and quality of their translation work.

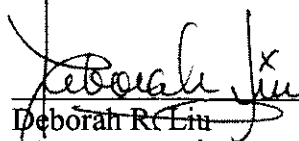
The City's evaluation panel recommended contracting International Contact, Inc. based on the following key points:

1. Oakland-based, minority, woman-owned small business
2. Demonstrated 25 years of relevant experience and qualifications
3. Demonstrated high quality management, customer service and internal processes
4. Demonstrated proof that all personnel are qualified: accredited and/or certified.
5. Company has worked with the City since 2001 and has full understanding of project complexities and timelines. Translations and document desktop publishing/formatting were precise and no complaints were received regarding their work.

### RECOMMENDATIONS

Staff recommends that the contract be awarded to International Contact, Inc., who is a local small business; has provided optimum quality translation and interpretation services to the City since 2001, meets the City's LBE/SLBE City requirements, is a minority-owned business enterprise; received the highest scores by the City's Contract Compliance Division and the RFP Evaluation Panel for its experience and prompt accessibility to certified personnel who are accredited and qualified to provide the needed interpretation assistance.

Respectfully submitted,



Deborah R. Liu  
Asst. to the City Administrator for  
Equal Access

**APPROVED AND FORWARDED TO THE  
CITY COUNCIL:**



**OFFICE OF THE CITY ADMINISTRATOR**

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