

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2004 FEB 25 PM 2:28

TO: Office of the City Manager
ATTN: Deborah Edgerly
FROM: City Manager's Equal Access Office
DATE: March 9, 2004

RE: A RESOLUTION AUTHORIZING THE CITY MANAGER TO AMEND A PROFESSIONAL SERVICES CONTRACT WITH INTERNATIONAL CONTACT, INCORPORATED IN AN AMOUNT NOT TO EXCEED FIVE HUNDRED THOUSAND DOLLARS (\$500,000), FOR TRANSLATION OF CITY OF OAKLAND'S WRITTEN MATERIALS AND VOICE RECORDINGS (CITYLINE) AND AUTHORIZING TO EXECUTE A TWO-YEAR EXTENSION TO THE CONTRACTED PERIOD TO JUNE 2005.

SUMMARY

This is a request to approve an amendment to the contract with International Contact, Inc. for an extension to a professional services contract between the City of Oakland (City) and the translation agency International Contact, Incorporated for the purpose of translating City written and verbal outreach materials by City Departments during Fiscal Years 2003-2005, and providing translated voice recordings for the City's 24-hour CITYLINE telephonic system. International Contact, Incorporated has been under contract with the City since October 2001. The company complies with existing City contract compliance requirements and it is a certified woman owned small local business enterprise.

FISCAL IMPACT

The proposed amended contract is for an additional \$500,000 over a two-year period (\$250,000 per each fiscal year, FY 2003-04 and FY 2004-05). Funding for the contract has been approved in the FY 2003-05 Adopted Policy Budget and should meet mid-year needs in FY 03-04 and FY 2004-05.

BACKGROUND

The Equal Access Ordinance (Ordinance), approved by City Council on May 8, 2001, requires that City Departments provide written translations of department written and verbal materials including brochures, applications, hotlines, etc. (Oakland Municipal Code Sec. 2.30.050).

In 2000, City Council authorized the CITYLINE telephone system, which allows residents to access telephone recorded information on City services and procedures 24 hours a day, in 5 languages (English, Spanish, Cantonese, Mandarin and Vietnamese). CITYLINE is further

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supported by the Mayor's Oaklanders Assistance Center (OAC) where residents can opt to speak with a "live non-bilingual/bilingual person" during regular business hours.

In order to continue to assist City Departments in meeting the Ordinance's provisions, the City Manager's (CMO)-Equal Access Office requests the amendment of the contract with International Contact, Inc. The amendment is justified by the current lack of City in-house resources to provide court certified or American Translators Association accredited translators, a translation standard required by the Ordinance (Oakland Municipal Code Sec.2.30.050-a).

KEY ISSUES

The CMO-Equal Access Office ensures that all City Departments are in compliance with the Ordinance regarding language access. Continuing the services of International Contact, Inc. will allow the CMO-Equal Access Office to proceed with ongoing efforts, to retain the volume translation rates and keep the City's translation costs to a minimum.

The original contract with International Contact, Inc. was approved and executed on October 7, 2001 for a one-year period beginning November 1, 2001 until October 1, 2002. However, the original contract was set forth with an amount not to exceed \$250,000, which by the end of FY2001-02 the City had invested \$240,407. The original amount estimated for CITYLINE had not considered additional costs such as: length of messages, which increased the number of studio hours; more voice director time; added voice talent and editing hours in addition to project management costs. As a result, the Vietnamese message recordings estimated at \$30,000.00 were left pending until FY2002-03.

The original contract was amended in October 2002 for an extension until November 2003.

Since the City contracted International Contact, Inc. in 2001, 560 City Departments' outreach documents and a variety of hotlines and telephonic outgoing messages have been translated into Chinese and Spanish and 500 CITYLINE telephonic messages into Cantonese, Mandarin, Spanish and Vietnamese.

Because the CMO-Equal Access Office has no funding to create a full internal translation service operation, and continues to have City translation projects open, this amendment requests a two-year contract extension to June 30, 2005.

PROJECT DESCRIPTION

The CMO-Equal Access Office provides in-house translation and interpretation assistance, presently supported by certified staff from International Contact, Inc., CMO-Equal Access Office bilingual volunteers, bilingual City employees, and community bilingual volunteers. The CMO-Equal Access Office supplies language access resources to City departments and their multiple divisions by absorbing their outreach material translation costs. In addition, the CMO-Equal Access Office provides a collaborative environment where City departments can receive language interpretation assistance for meetings, rush translation services, and referrals to diverse

community organizations and diverse media that serve limited English-speaking constituents to improve their service outreach efforts.

Moreover, the CMO-Equal Access Office conducts community outreach efforts with non-profit organizations throughout the City, in particular in locations where large populations of limited English-speaking constituents live in order to inform them about language access and the availability of City Departments' translated materials. The goal is to create an informed network between City's departments and non-profit organizations to provide language access for limited English-speaking constituents.

SUSTAINABLE OPPORTUNITIES

Economic:

- The City's investment in translating outreach materials, through the support provided to City Departments by CMO- Equal Access Office, will be recaptured through the business that these limited English-speaking constituents, from these targeted communities, will bring back to the City.
- The City translation project will continue to generate translation and interpretation job opportunities for bilingual constituents living in Oakland.
- The City translation project will continue to assist small, minority-owned businesses owned by monolingual constituents.

Social Equity:

- The City's translation investment will continue to support the limited English-speaking public, non-profit organization informational facilities, enhance neighborhood communication with the City where the monolingual community will continue to access City services.
- The limited English-speaking constituents will be educated and informed in their native language which will encourage their involvement with City Departments' services and programs.
- The limited English-speaking constituents will be given the opportunity to have a positive image on the quality of life they could have in Oakland by receiving translated information funded by this program.

DISABILITY AND SENIOR ACCESS

The CMO-Equal Access Office supports language access for all, especially constituents who, because of their elderly age, would not learn English.

RECOMMENDATION

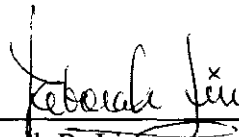
In order to continue to meet the requirements of the Ordinance, the CMO-Equal Access Office is requesting authorization to amend International Contact, Inc. contract for the purpose of

translating City outreach materials and providing translated voice recordings for CITYLINE telephone system.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends approval of the attached resolution, which authorizes the City Manager or her/his designee to amend the contract with International Contact, Inc., for City Departments' translation services, extend the contract period to two years and increase the contract amount by \$500,000.

Respectfully submitted,



Deborah R. Liu
Assistant to the City Manager
Equal Access

APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE



OFFICE OF THE CITY MANAGER

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

OFFICE OF THE CITY CLERK

2004 FEB 26 PM 2:28

A RESOLUTION AUTHORIZING THE CITY MANAGER TO AMEND A PROFESSIONAL SERVICES CONTRACT WITH INTERNATIONAL CONTACT, INCORPORATED IN AN AMOUNT NOT TO EXCEED FIVE HUNDRED THOUSAND DOLLARS (\$500,000), FOR TRANSLATION OF CITY OF OAKLAND'S WRITTEN MATERIALS AND VOICE RECORDINGS (CITYLINE) AND AUTHORIZING TO EXECUTE A TWO-YEAR EXTENSION TO THE CONTRACTED PERIOD TO JUNE 2005.

WHEREAS, on May 8, 2001, the Oakland City Council ratified Oakland Municipal Code Chapter 2.30 known as the Equal Access to Services Ordinance; and

WHEREAS, the City Council wishes to establish a form of government that is truly inclusive of all its residents; and

WHEREAS, the City of Oakland is committed to the delivery of effective, courteous and responsive services; and

WHEREAS, the City Council mandated the implementation of a telephone response and information network at its fall 2000 City Council retreat; and

WHEREAS, the Teleworks telephone response and information system is a critical resource, providing important information to all City residents 24 hours a day; and

WHEREAS, the Equal Access to Services Ordinance requires that City services be made accessible to its residents who are not fluent in English; and

WHEREAS, the City Council finds that the services provided pursuant to the agreement authorized hereunder are of a professional, scientific or technical nature and are temporary in nature; and

WHEREAS, the City Council finds that the professional translation services are exempt from competitive bidding pursuant to Section 2.04.050 I of the Oakland Municipal Code; and

WHEREAS, City Council finds that this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore, be it

RESOLVED: That the Oakland City Council hereby authorizes the City Manager or his designee to amend a contract with International Contact, Incorporated in an amount not to exceed \$750,000 for the purpose of translating city written materials and providing translated voice-telephone recording;

FURTHER RESOLVED: That the City Manager or his designee is authorized to take whatever action is necessary with respect to the agreement and the amendment consistent with this Resolution and its basic purposes.

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FINANCE & MANAGEMENT CMTE.
MAR 9 2004

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN, AND
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

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FINANCE & MANAGEMENT CMTE.
MAR 9 2004