

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: SCOTT WAGNER, DEPUTY DIRECTOR OF FINANCE  
SUBJECT: APPROVAL OF PROFESSIONAL SERVICE AGREEMENT  
NUMBER F002802 FOR TRANSLATION AND INTERPRETATION  
SERVICES WITH ACCENT ON LANGUAGES, INC.

AGENDA ACTION: RESOLUTION

---

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve, a three-year Professional Service Agreement F002802, with two (2), one-year renewal options, to provide citywide translation and interpretation services with Accent On Languages, Inc., Berkeley, California in an amount not to exceed \$300,000.

---

EXECUTIVE SUMMARY

The City has a need for a service provider to support ongoing telephonic language interpretation services, on-site language interpretation services, and written document language translation services.

BACKGROUND

On November 13, 2023, Request for Proposal (RFP) 23-58 was posted on Planet Bids with a close date of December 11, 2024. The City received a total of 22 responses to the RFP. The RFP was Federalized to ensure that, in the event of an emergency declaration, this agreement will be FEMA compliant during the exigency term if required.

Translation and interpretation services are used by various departments including City Manager (CM), Human Resources (HR), Transportation and Public Works (TPW), Water, Recreation & Parks (R/P), Community Engagement, Housing and Community Services (HCS) and Planning and Economic Development (PED). Frequently used services include, but are not limited to, the translation of written documents to Spanish and various other languages as required, live simultaneous translation at community meetings, public hearings, and informational public meetings, as well as multi-lingual telephonic interpretation services.

### PRIOR CITY COUNCIL REVIEW

Not applicable.

### ANALYSIS

During the RFP process, an evaluation panel was selected to represent R/P, TPW, HCS, PED, and HR. The panel member from HR asked to abstain, as they were unable to participate for the entirety of the process. The remaining four panel members reviewed and scored all twenty-two proposals. Of the twenty-two proposals, three proposals were accepted as having the highest scores and those vendors were invited to interview with the panel.

It was determined by the panel that Accent On Languages Inc. (AOL), Berkeley, California scored as the top-rated service provider. An Intent to Award Best and Final Offer Letter was issued. Referenced below are key reasons why AOL. was selected:

- Extremely professional and well-presented presentation/interview.
- 27 years of experience.
- Over 5,000 highly qualified subcontracted translators and interpreters covering over 150 foreign languages, including court and ATA certified linguists, 124 linguists in the San Francisco Bay Area, 29 in East Bay, and 52 in South Bay/San Jose area. More than 500 linguists cleared by U.S. Citizenship and Immigration Services (USCIS), Transportation Security Administration (TSA), and/or Drug Enforcement Administration (DEA). An extensive vetting process as well as continued quality assurance measures are implemented. All subcontractors sign a Non-Disclosure Agreement (NDA) and agree to abide by the Accent on Languages Code of Ethics and Professional Conduct.
- Project Managers oversee work in progress to ensure conformity to requirements.
- Certified Small Business (SB 28175), Women and Minority Owned Company (WBE), and Minority Business Enterprise (MBE). In the process of review for Disadvantaged Business Enterprise (DBE) and Small Business Administration Section 8(a) certifications.
- Contracts with various large Bay Area municipalities, examples included but are not limited to: City of Oakland, Napa Valley Unified School District, Alameda County Public Health Department, Bay Area Rapid Transit, California Department of Motor Vehicles, US Citizenship and Immigration Service, and provided services during the FEMA APEC Conference of 2023.
- On-site interpreting (consecutive, simultaneous) including ASL.
- On-site audio equipment (conferences, home visits for homes without

APPROVAL OF PROFESSIONAL SERVICE AGREEMENT F002802 FOR  
TRANSLATION AND INTERPRETATION SERVICES WITH ACCENT ON  
LANGUAGES INC.  
PAGE 3 OF 4

- internet)
- Video remote interpreting (scheduled or on-demand) including ASL.
  - Scheduled and 24/7 on-demand telephonic interpreting.
  - 24/7 Translation, Editing, Desktop Publishing, Transcription and Subtitling.
  - Rush requests can be accommodated.
  - Automated System for Tracking Projects.
  - Compliance with ADA Section 508.
  - Braille
  - Voice-over, captioning and subtitles.
  - Use of Language Quality Assessment (LQA).
  - The only proposal that offered to meet and work with all delegated department staff members to assess individual needs and provide training and assistance for use of the services.
  - Ability to handle high-capacity requests.
  - Interpreters local to the Bay area available on request.
  - Experienced in providing services under an emergency declaration.
  - Will not transition a call after an hour. Ability to finish an entire phone/interpreting until completion without losing continuity, which is extremely important for walk-ins, technical explanations, and afterhours.

This agreement meets the intended City Diversity Equity and Inclusion (DEI) Goals.

FISCAL IMPACT

Translation service expenses were included in the adoption of fiscal year 2023-24 operating budgets from various citywide keys and are expected to be included in subsequent years' budget proposals when presented to City Council.

ENVIRONMENTAL IMPACT

This action is exempt from the provisions of the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

APPROVAL OF PROFESSIONAL SERVICE AGREEMENT F002802 FOR  
TRANSLATION AND INTERPRETATION SERVICES WITH ACCENT ON  
LANGUAGES INC.  
PAGE 4 OF 4

ATTACHMENTS

- Resolution/Exhibit A - Professional Service Agreement

PRESENTERS

Scott Wagner, Deputy Director of Finance  
Brandalyn Tramel, Purchasing Agent