



REQUEST FOR PROPOSALS FOR

**Bilingual (Spanish) Community
Engagement Services
for the Community Outreach Division
of the City of Goleta**

October 23, 2018

Proposals due by December 4, 2018, 12:00 PM PST
(POSTMARKS WILL NOT BE ACCEPTED)

City of Goleta
Request for Proposal
Bilingual (Spanish) Community Engagement Services
for the Community Outreach Division of the City of Goleta

INTRODUCTION

The City of Goleta is requesting proposals from qualified individuals to provide services as a consultant for Bilingual (Spanish) Community Engagement Services. The consultant will work closely with the City's project manager, the Community Relations Manager, within the City Manager's Department.

BACKGROUND

The City of Goleta is located on the Central Coast of California just north of Santa Barbara. Incorporated in 2002, the City has the warmth and charm of a small town. Beaches and well-maintained parks and open spaces add to its attraction. Contributing to this young community's outstanding quality of life are the City's low crime rate, mild coastal climate, and desirable location.

The current population is just over 30,000. Residents enjoy several distinct neighborhoods, each with its own character. Goleta elementary and secondary schools have a reputation for high academic achievement and excellent instruction. The University of California at Santa Barbara, located to the south of the City, is a world class public university.

The City Council consists of five members elected at-large to four-year terms. In the past, the City Council selects one of its members to serve as Mayor and another as Mayor Pro Tempore. However, in November 2018, for the first time, the citizens will vote for a Mayor who will serve a two-year term.

The City is comprised of the following departments: Finance, Public Works, Planning and Environmental Review, Neighborhood Services and Public Safety, in addition to the offices of the City Clerk, City Attorney, and City Manager.

PURPOSE OF THE REQUEST

The City of Goleta population data indicates that approximately 25% of our residents speak Spanish. In an effort to better engage the City's Spanish-speaking population, the City of Goleta is seeking contract Spanish Community Engagement Services.

The consultant will use a variety of methods to build relationships and inform and engage Spanish speakers about the City's issues, projects and programs. This person will serve as a liaison between the Spanish speaking community and the City of Goleta in individual, small group and community meeting settings. Some night and weekend work may be required.

The City is looking for the consultant to provide approximately 20-40 hours on a monthly basis through the end of the fiscal year (June 30, 2019) with the possibility to extend the contract based on the needs of the City and funding. The consultant will work independently to achieve the scope of services and meet with the project manager regularly as determined by the project manager.

SCOPE OF SERVICES

- Translate and interpret City materials into Spanish.
- Organize and conduct bilingual community outreach throughout the City of Goleta, including, but not limited to:
 - Attend local events geared toward the Spanish speaking community.
 - Assist the Community Outreach department in responding to inquiries from the Spanish speaking public.
 - Perform door-to-door outreach when deemed appropriate.
- Assist in developing Spanish community education and outreach programs and opportunities to educate the public and increase awareness about the City of Goleta.
- Work with Spanish media outlets. Respond to media requests, facilitate media interviews and act as liaison to department representatives for news items for Spanish media outlets.
- Establish and maintain effective working relationships and contacts with Spanish speaking civic and community members and leaders.
- Work closely with other local organizations that already have a relationship with the limited English-speaking community.
- Assist with translation and interpretation during emergency incidents.

MINIMUM REQUIREMENTS

- Excellent oral communication and writing skills in English and Spanish including the ability to provide translations and interpretation that is accurate.
- Intimately familiar with the cultures of both the original language and the target language.

- Ability to maintain and demonstrate confidentiality, respect for all parties, professional boundaries, and cultural competence.
- Certified by a nationally recognized language testing organization for language proficiency in both English and Spanish desirable, but not required.
- Demonstrated experience of at least two (2) years of outreach-related work for another local government or state agency; preferably with the Spanish-speaking community.
- An understanding of the principles of community engagement, equity, diversity and inclusion.

SUBMITTAL REQUIREMENTS

Please submit the following:

1. **Cover letter** – Please provide a summary of experience and information how you can fulfill the requirements of this RFP.
2. **Samples of work** – The City is requesting four (4) total work samples. Two (2) work samples should demonstrate your ability to translate material from English to Spanish. The other two (2) work samples should be narrative descriptions of previous engagement projects you have been involved with. Work samples will not be returned.
3. **Resume** – Your resume should include clients with details about relevant projects or assignments you completed.
4. **Pricing** – Please include an hourly rate for services.
5. **Professional references** – Please include contact information for other clients for whom similar work has been performed within the last thirty-six (36) months. The reference list should include organization names, addresses, telephone numbers and contact persons.

REVIEW PROCESS

Consultant selection will be based upon a qualitative review of the Proposals submitted. City staff may request additional clarifying information from any or all candidates that submit a Proposal during the review process. City staff will evaluate the responses to this RFP, and may interview the top-rated candidate(s). The candidate selected for the consultant position will be expected to enter into a Professional Services Agreement with the City, a sample of which is Attachment 1. This agreement contains the City's insurance requirements that must be met prior to execution of the agreement.

GENERAL INFORMATION

1. The City reserves the right to cancel or reissue the RFP or extend the timeline at any time.
2. The City reserves the right to reject any and all proposals. The City may accept any proposal if such action is determined to be in the best interest of the City in the sole and exclusive discretion of the City Council.
3. The City is not liable for any costs incurred by the proposer prior to issuance of a written notice to proceed to the successful consultant.
4. All responses to this Request for Proposal shall become the property of the City of Goleta.
5. It is anticipated that the City of Goleta and the selected candidate will enter into a professional services contract for six months beginning December 2018.

QUESTIONS DURING PROPOSAL PERIOD

All questions should be directed to Valerie Cantella, Community Relations Manager, at 805-961-7507 or vcantella@cityofgoleta.org.

DEADLINE FOR PROPOSAL SUBMITTALS

Submittals are due by 12:00 PM PST on Tuesday, December 4, 2018.

One (1) original proposal with three (3) double-sided copies must be submitted. Proposals shall be clearly marked "SPANISH COMMUNITY ENGAGEMENT SERVICES" and enclosed in a sealed envelope. Proposals may be hand delivered or mailed to:

Deborah Lopez, City Clerk
Attn: Spanish Community Engagement Services
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

Proposals not received by the due date and time requested will be rejected without consideration.

NOTE: FAXED, E-MAILED, LATE OR "BY-POSTMARK DATE" PROPOSALS WILL NOT BE ACCEPTED.