

Report of the President &amp; CEO

September 29, 2022

**RESOLUTION AUTHORIZING THE EXECUTION OF A CONTRACT WITH BETTERCOMM, INC., FOR TRANSLATION AND INTERPRETATION SERVICES PURSUANT TO AWARD UNDER RFP HA-2022-107, FOR A TOTAL AMOUNT NOT-TO-EXCEED \$750,000**



Douglas Guthrie  
President & Chief Executive Officer



Eric R. Brown  
Intergovernmental and Media Relations

**Purpose:** To provide interpretation and translation services for Housing Authority of the City of Los Angeles (“HACLA”) residents and staff during Board of Commissioners’ meetings, resident meetings and community events.

**Issues:** The diverse languages used by HACLA residents and stakeholders require verbal interpreters during meetings and written translation services for various communications with residents.

Services provided will include, but are not limited to, in-person and virtual simultaneous interpretation services as well as translation services in paper and electronic versions (collectively, the “Services”). Languages include, but are not limited to, Spanish, Armenian, Arabic, Khmer (Cambodian), Cantonese, Korean, Russian, Vietnamese, Thai, Mandarin, Farsi, Tagalog, Indonesian, Malay and American Sign Language (“ASL”).

**Procurement:** On July 21, 2022, HACLA issued Request for Proposals No. HA-2022-107 (the “RFP”) to procure the Services. The Services are required at HACLA’s public housing developments and other locations. The Services provider is required to provide the Services on an “as-needed” basis, twenty-four (24) hours a day, seven (7) days a week, in the languages identified above.

The RFP was advertised on the Regional Alliance Marketplace for Procurement (“RAMP”) website on July 21, 2022. A total of eight (8) proposals were received by the August 11, 2022, submission deadline. Each was scored by a three-member panel (“Panel”). Based on the Panel’s initial review followed by Best and Final Offers, a consensus was reached that BetterComm, Inc., our incumbent Services provider, is the best value and should be recommended for a contract award.

Additional information regarding the proposals and their evaluations is included in the attached Summary of Procurement and Outreach.

**Vision Plan: People Strategies and Actions (Multiple)**

The availability of interpretation and translation services underpins the great majority of HACLA’s general operations and community engagement activities, encompassing resident leadership, residents, S8 voucher holders, staff and stakeholders. It straddles several Vision Plan categories but is perhaps most closely allied with a range of strategies and actions identified under the People section.

**Funding:** The Chief Administrative Officer confirms the following:

*Source of Funds:* The cost of interpretation and translation services will be charged to the various HACLA programs based on usage.

*Budget and Program Impact:* HACLA anticipates annual expenditures of \$150,000. These expenditures are available and included in the 2022 operating budget and will be budgeted in subsequent years as required.

**Environmental Review:** N/A

**Section 3:** BetterComm, Inc., is a Section 3 Business and submitted their Economic Opportunity Plans (“EOP”) in conformity with the requirements of the Housing Authority’s Section 3 Policy and Compliance Plan. Under its EOP, they committed to hire 2-3 translators and provide them training to succeed in this profession. In the past, HACLA has referred two (2) Section 3 Workers whom BetterComm, Inc. hired and mentored.

## **Summary of Procurement and Outreach**

### **RFP No. HA-2022-107 Translation and Interpretation Services**

#### **A. Funding Source**

Federal     Non-Federal     Mixed Funding

#### **B. Advertisement; Minority/Women Outreach**

On July 21, 2022, the Contracts and Procurement Unit/General Services advertised Request for Proposal HA-2022-107 (the "RFP") on the Regional Alliance Marketplace for Procurement ("RAMP") website, seeking multiple Service Providers to provide translation and interpretation services on an as-needed basis. In addition, the RFP was shared with a list of vendors provided by the Intergovernmental and Community Relation Department and with Section 3 Business Registry vendors. Proposals were due by August 11, 2022, for a total advertisement period of twenty-two (22) days. A total of one hundred thirty-three (133) vendors viewed the RFP on the RAMP website.

In support of HACLA's policy to contract with Minority-Owned Business Enterprises ("MBEs"), Women-Owned Business Enterprises ("WBEs") and Labor Surplus Area ("LSAs") businesses for the delivery of goods and services to the extent possible, notice of the RFP was provided to the businesses identified on HACLA's List of Recognized MBE's/WBE's, listed below, and to the local office of the U.S. Small Business Administration ("SBA") for their further dissemination.

#### **C. No Pre-Proposal Conference**

Staff did not conduct a pre-proposal conference for this procurement.

#### **D. Addenda**

On August 3, 2022, Addendum No. 1 was posted on RAMP in response to questions received by the July 28, 2022, submission deadline.

#### **E. Proposals Received and Opened**

The following eight (8) proposals were received by the proposal submittal deadline of August 11, 2022:

<b>Company</b>
1. BetterComm, Inc. (MBE & WBE)
2. Cal Interpreting & Translations
3. Effectiff, LLC
4. Focus Language International Inc.
5. Green Translations, LLC
6. Homeland Language Services
7. Translation and Interpreting Network
8. Volatia Language Network

**F. Panel Review**

The Evaluation Panel (“Panel”) was comprised of three (3) subject matter experts. The Panel met on August 22, 2022, resulting in the following initial scoring. The Panel determined that interviews were not necessary.

**Initial Evaluation Scores**

<b>Company</b>	<b>Score</b>
BetterComm, Inc.	87.58
Focus Language International Inc.	84.00
Cal Interpreting & Translations	77.83
Green Translations, LLC	77.83
Volatia Language Network	77.75
Homeland Language Services	77.42
Effectiff, LLC	76.67
Translation & Interpretation Network	68.42

The above scores reflect the consensus ratings, confirmed by the Contract Administrator.

**G. Best and Final Offers**

On August 25, 2022, HACLA requested a Best and Final Offer (“BAFO”) from the top two (2) ranked proposers, in an effort to provide them a final opportunity to: (i) propose their best and final pricing and/or cost structures(s); and (ii) provide any other improvements to their proposals including those related to qualifications and staffing. Each submitted a BAFO by the August 31, 2022, submission deadline. In response to the BAFO requests, BetterComm, Inc., reduced their annual percentage increases by 11 percent (11%) overall. Focus Language International Inc., decreased the minimum translation cost for all projects by \$5.00. The Panel reconvened on August 31, 2022 and rescored the proposals reaching the final consensus scoring.

**Post BAFO Evaluation Scores**

Company	Score
BetterComm, Inc.	87.58
Focus Language International Inc.	82.00
Cal Interpreting & Translations	77.83
Green Translations, LLC	77.83
Volatia Language Network	77.75
Homeland Language Services	77.42
Effectiff, LLC	76.67
Translation & Interpretation Network	68.42

The above scores reflect the consensus rating, confirmed by the Contracts Administrator.

**H. Workforce Profile**

BetterComm, Inc. submitted a Workforce Profile that revealed the following workforce composition:

Company	Employees
BetterComm, Inc.	Total: 3 3 minorities = 100% 2 women = 67%

Note: BetterComm, Inc. and other proposers maintain modest workforces as they subcontract for various translation services. Their Section 3 commitments include expanding their workforce to afford Section 3 employment opportunities.

**I. Recommendation for Award**

Staff has determined that BetterComm, Inc., submitted the proposal most responsive to the RFP requirements and represents the best value to HACLA.

The Panel is therefore requesting that the Board of Commissioners authorize a one-year contract with four (4) one-year options to renew with BetterComm, Inc., for an amount not-to-exceed \$750,000.

BetterComm, Inc., was notified of the contract award recommendations and the date of the Board of Commissioners meeting where award of the contract will be considered.

## MBE/WBE ORGANIZATIONS MAILING LIST

1	Asian American Architects and Engineers Association
2	Asian Business Association of Los Angeles
3	Asian Business League of Southern California
4	Asian Pacific Islander Small Business Program
5	Korean American Chamber of Commerce
6	Pacific Asian Consortium in Employment (PACE) Business Center
7	Black Business Association
8	Greater L.A. African American Chamber of Commerce (GLAAACC)
9	Regional Black Chamber of Commerce of San Fernando Valley
10	US Black Chamber of Commerce
11	Southern California Black Chamber of Commerce
12	National Black Contractors Association
13	Young Black Contractors Association
14	California Hispanic Chamber of Commerce
15	LA Metropolitan Hispanic Chamber of Commerce
16	Latin Business Association (LBA)
17	Los Angeles Latino Chamber of Commerce
18	National Latina Businesswomen Association (NLBWA-LA)
19	Regional Hispanic Chamber of Commerce
20	American Indian Chamber of Commerce
21	Build Plus Community Marketplace
22	Greater San Fernando Valley Chamber of Commerce
23	Los Angeles Area Chamber of Commerce
24	Los Angeles Minority Business Enterprise Center USC (MBDA)
25	National Association of Minority Contractors
26	National Association of Women Business Owners Los Angeles
27	Pacific Coast Regional Small Business Development Corp (SBDC)
28	Small Business Majority
29	Southern California Minority Supplier Development Council
30	The New Ninth Business Resource Center
31	US Small Business Administration
32	US Veteran Business Alliance
33	Valley Economic Development Center/Women's Business Center
34	Vermont Slauson Economic Development Corporation
35	Vernon Networking Committee
36	City of LA Bonding Program: Merriwether & Williams Insurance Services, Inc.

**Attachment:**

1. Resolution

RESOLUTION NO. \_\_\_\_\_

**RESOLUTION AUTHORIZING THE EXECUTION OF A CONTRACT WITH BETTERCOMM, INC., FOR TRANSLATION AND INTERPRETATION SERVICES PURSUANT TO AWARD UNDER RFP HA-2022-107, FOR A TOTAL AMOUNT NOT-TO-EXCEED \$750,000**

**WHEREAS**, the Housing Authority requires the services of qualified vendors to provide interpretation and translation services for residents, staff and stakeholders during meetings, community events and general business operations (the “Services”);

**WHEREAS**, a Request for Proposals (“RFP”) HA-2022-107 was issued on July 21, 2022;

**WHEREAS**, eight (8) proposals were received by the submission deadline on August 11, 2022;

**WHEREAS**, the proposals were independently reviewed, evaluated and ranked by a panel with subject matter experts using criteria stated in the RFP;

**WHEREAS**, as detailed in the Report of the President and CEO of the same date herewith, BetterComm, Inc.’s proposal was determined most responsive to the RFP, a best value to the Housing Authority, and is being recommended for contract award by the evaluation panel; and

**WHEREAS**, the Board of Commissioners hereby desires to award BetterComm, Inc. a one-year contract with four (4) one-year options to renew, in a total amount not-to-exceed \$750,000 to provide the Services.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Commissioners hereby authorizes the President and CEO, or designee, to enter into a (1) one year contract, with (4) four (1) one year options to extend, with BetterComm, Inc., for a total contract amount not to exceed 750,000.

**BE IT FURTHER RESOLVED** that this Resolution shall take effect immediately.

APPROVED AS TO FORM

HOUSING AUTHORITY OF THE  
CITY OF LOS ANGELES

By: \_\_\_\_\_  
James Johnson, General Counsel

By: \_\_\_\_\_  
Cielo Castro, Chairperson

DATE ADOPTED: \_\_\_\_\_