



CITY COUNCIL AGENDA STATEMENT



March 23, 2021

File ID: 21-0050

TITLE

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING AN AGREEMENT BETWEEN THE CITY OF CHULA VISTA AND TAMAR COMMUNICATIONS TO PROVIDE TRANSLATION AND SPANISH-LANGUAGE COMMUNICATIONS AND MEDIA SERVICES

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

Since the beginning of the COVID-19 pandemic, the City of Chula Vista has increased messaging to residents in both English and Spanish. Initially, bilingual staff provided the necessary Spanish-language translations. As the volume, and the need for additional communications and media services increased, staff determined a need for consultant/firm to support the City's efforts. To continue the effort to reach our Spanish-speaking residents, in January 2021, the City issued a request for proposals from qualified professional consultant/agency firms for "Translation and Spanish-language Communications and Media Services." The City received six proposals. TAMAR Communications was the highest scoring bidder of the proposals.

Should the City Council adopt the resolution, TAMAR Communications will provide as-needed communications and media services and media pitching as well as Spanish-language translation services, communications support, writing services, community outreach and media buying.

ENVIRONMENTAL REVIEW

The Development Services Director has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines because it will not result in a physical change in the environment; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines, the activity is not subject to CEQA. Thus, no environmental review is required.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

Not applicable.

DISCUSSION

At the beginning of the COVID-19 pandemic, it became apparent that Chula Vista was in a unique situation where a larger percentage of our residents were testing positive with the COVID-19 virus when compared

with other cities in the County of San Diego. To address this issue, the City began a COVID-19 informational media and marketing “Flatten the Curve” campaign in both English and Spanish. The campaign, developed in collaboration and supported by Seven Mile Casino, was launched in English and Spanish. Nearly 60 percent of Chula Vista residents identify as Hispanic or Latino and almost 60 percent of households also speak a language other than English at home. Data from the City website, shows that Spanish is the most requested language for translating City web content. In the fall of 2020, staff again saw positive COVID-19 cases rising at an alarming rate in Chula Vista. Once again, a bilingual campaign was initiated to better educate and engage with residents.

In an effort to best communicate with our residents, staff have implemented a variety of marketing tools including:

- Radio and TV ads on both English and Spanish media
- Display banners on English/Spanish media websites
- Social media promotion via posts and stories in English/Spanish
- Media interviews in English/Spanish
- Public Service Announcement in English and Spanish
- English/Spanish informational flyers disseminated at food distributions and other community points of contact
- English/Spanish informational postcards distributed by City staff during community points of contact
- Working with local agencies to share timely information in English and Spanish
- Working with local influencers and Chula Vista ambassadors to share timely information

As the City continues to refine and find new ways to communicate overall messaging, including bilingual messaging, it became apparent staff would need additional assistance with Spanish-language translations, communications and media services. On January 27, 2021, the City of Chula Vista released a Request for Proposal (RFP) for “Translation and Spanish-language Communications and Media Services.” The City received six proposals. TAMAR Communications was the highest scoring bidder of the RFP.

TAMAR Communications will provide as-needed communications services and media pitching as well as Spanish-language translation services, communications support, writing services, community outreach and media buying. The term of this agreement shall be from March 23, 2021 through June 30, 2022 with the option to extend the Agreement for up to three additional one-year periods.

Public, Educational, and Governmental (PEG) Funding

Funding for this project will come from the PEG access fee provided to the City as a result of the franchise agreements with Cox Cable and AT&T. PEG funds can be used for capital purchases of facilities, equipment and services that promote the publication of government information. PEG funds traditionally have been spent on public access cable programming. However, funds also are used by local governments to provide citizens with access to “other electronic information” about the services they provide and issues they face, providing information to citizens of an educational nature, and providing public meeting coverage. Under the terms of federal and state oversight of cable television franchises, funding for public access to the cable

network is available for specific purposes including installation of infrastructure supportive of Public, Education and Government access. This infrastructure can include translation of information regarding governmental services, public meeting broadcasts, public information, and opportunities for public involvement.

DECISION-MAKER CONFLICT

Staff has reviewed the decision contemplated by this action and has determined that it is not site-specific and consequently, the real property holdings of the City Council members do not create a disqualifying real property-related financial conflict of interest under the Political Reform Act (Cal. Gov't Code § 87100, et seq.).

Staff is not independently aware, and has not been informed by any City Council member, of any other fact that may constitute a basis for a decision- maker conflict of interest in this matter.

CURRENT-YEAR FISCAL IMPACT

Approval of the resolution will impact the FY 2020-2021 PEG budget by \$9,000. No General Fund impacts are anticipated as a result of this resolution.

ONGOING FISCAL IMPACT

Ongoing fiscal impact on the PEG budget will be \$36,000 per fiscal year.

ATTACHMENTS

1. Two-party agreement – TAMAR Communications

Staff Contact: Olga Berdial, Communications Coordinator