

RESOLUTION NO. _____

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

WHEREAS, 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; and

WHEREAS, Spanish is the most requested language for translating chulavistaca.gov web content; and

WHEREAS, since the beginning of the COVID-19 pandemic, the City of Chula Vista has increased messaging to residents in both English and Spanish; and

WHEREAS, the City of Chula Vista is committed to providing bilingual communications and messaging to its residents; and

WHEREAS, to provide overall communications in Spanish and English, there is a need for additional assistance with Spanish-language translations and media services; and

WHEREAS, City selected Tamar Communications, a sole proprietorship, as the most responsive after soliciting and reviewing other proposals; and

WHEREAS the Agreement has an initial term of March 23, 2021 to June 30, 2022 with a not-to-exceed amount of \$45,000 and provides for up to three, one-year extensions by fiscal year.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it approves an agreement between the City of Chula Vista and Tamar Communications to provide translation and Spanish-language communications and media services, in the form presented, with such minor modifications as may be required or approved by the City Attorney, a copy of which shall be kept on file in the Office of the City Clerk, and authorizes and directs the City Manager to execute same.

Presented by

Approved as to form by

Maria V. Kachadoorian
City Manager

Glen R. Googins
City Attorney