



Allegheny County Department of Human Services

RFP Response Form

Language Assistance Services 2022

PROPOSER INFORMATION

Proposer Name: Idea Language Services, LLC (dba Idea Translations)

Authorized Representative Name & Title: Sergio Atristain, Managing Director

Address: 8719 Evangel Drive, Springfield, Virginia 22153

Telephone: (860) 781-6377

Email: sergio@ideatranslations.com

Website: www.ideatranslations.com

Legal Status: ☐ For-Profit Corp. ☐ Nonprofit Corp. ☐ Sole Proprietor ☒ Partnership

Date Incorporated: 8/1/2007

Partners and/or Subcontractors included in this Proposal: N/A

How did you hear about this RFP? *Please be specific.* We heard about these RFP through RFPMart website

Does your organization have a telecommunications device to accommodate individuals who are deaf or hard of hearing? ☐ Yes ☒ No

REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Sergio Atristain	(860) 781-6377	sergio@ideatranslations.com
Contract Processing Contact	Sergio Atristain	(860) 781-6377	sergio@ideatranslations.com
Chief Information Officer	Sergio Atristain	(860) 781-6377	sergio@ideatranslations.com
Chief Financial Officer	Cristina Gisbert	(703) 655-6017	cristina.gisbert@ideatranslations.com
MPER Contact*	Sergio Atristain	(860) 781-6377	sergio@ideatranslations.com

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* [MPER](#) is DHS's provider and contract management system. Please list an administrative contact to update and manage this system for your agency.

BOARD INFORMATION

Provide a list of your board members as an attachment or in the space below.

Sergio Atristain - Managing Director

Cristina Gisbert - Administrative Director

Diego Sansone - Director of Operations

Maricel Dietrich - Production Director

Board Chairperson Name & Title: Sergio Atristain, Managing Director

Board Chairperson Address: 8719 Evangel Drive, Springfield, Virginia 22153

Board Chairperson Telephone: (860) 781-6377

Board Chairperson Email: sergio@ideatranslations.com

REFERENCES

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization. *Please do not use employees of the Allegheny County Department of Human Services as references.*

[Redacted reference information]



[Redacted reference information]

[Redacted reference information]

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Idea Translations was selected as the sole translation services provider for Oregon DEQ to provide translation to Spanish, Vietnamese and Russian for Limited English Proficient communities. The objective for the campaigns is to increase awareness on these communities to reduce food and textile waste.

PROPOSAL INFORMATION

Date Submitted 4/27/2022

Amount Requested: [Click here to enter text.](#)

CERTIFICATION

Please check the following before submitting your Proposal, as applicable:

☒ I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination, HIPAA and Pennsylvania's Right-to-Know Law.

☒ By submitting this Proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

Choose one:

☒ My Proposal contains information that is either a trade secret or confidential proprietary information and I have included a written statement signed by an authorized representative identifying those portions or parts of my Proposal and providing contact information.

OR

☐ My Proposal does not contain information that is either a trade secret or confidential proprietary information.

ATTACHMENTS

Please submit the following attachments with your Response Form. These can be found at <http://www.alleghenycounty.us/dhs/solicitations>.

- Partner commitment letters, if applicable
- MWDBE and VOSB documents
- Allegheny County Vendor Creation Form
- Audited financial reports or other financial documentation for the last three years

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- W-9
- Completed pricing template

REQUIREMENTS

All Proposers must complete the Organizational Experience and Budget Sections. Please complete these sections only once, regardless of the number of Language Assistance Services proposed.

Complete only the sections for the Language Assistance Services you wish to propose. Services not included in your proposal may be left blank. Please stay within the page limit listed at the top of each section.

The scores from the Organizational Experience and Capacity and Budget sections will be added to the score for each Language Assistance Service proposed. The maximum score a Proposal can receive in each service is:

- Spoken Language Interpretation = 105 points possible
- Sign Language Interpretation = 95 points possible
- Written Translation = 105 points possible

RFP for Language Assistance Services

Organizational Experience and Capacity (25 points possible)

All Proposers must complete this section. Your response to this section must not exceed 5 pages.

1. Describe your organization's experience delivering Language Assistance Services in the field of human services and/or local government. Please include the duration of experience and provide evidence of high-quality service delivery.

Corporate Experience

Our company was established in 2007 starting as a boutique translation company for English to Spanish legal content. Currently we serve over 250 clients in over 100 languages in a wide range of industries.

We are part of the small circle of companies holding ISO 9001:2015 and ISO 17100:2015 certifications guaranteeing a thorough quality assurance process in every project we complete.



We have 34 public sector clients.

We currently hold State wide contracts with the following states:

- Virginia
- Pennsylvania
- Oregon
- Wisconsin

For the above contracts, government agencies including municipalities contact us to perform translations under the master state agreement.

We also hold contracts for the following Cities:

- Cincinnati
- Charlottesville
- Harrisonburg
- Dallas
- Charlotte
- San Bernardino

For the above contracts we translate content related to issues as diverse as housing, crisis response, transportation communications, public awareness and provide simultaneous remote translation for workshops, webinars and other communications related to the pandemic and more.

In both cases above, our government clients are provided with credentials to access translations through a secure translation platform that accelerate requests, stored your content securely and provide with reporting capabilities for stake holders.

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2. Describe the organization's resources and capacity that will enable you to effectively meet the standards outlined in the RFP.

Idea Translations' administrative and production team consists of 40 professionals with backgrounds in translating many different subject matter areas. Additionally, we have at our disposal over 2500 qualified contract native translators and reviewers and 750 subject matter experts for highly specialized content all around the world. Our administration and production teams work very closely together using our own project management software, securing that all projects run smoothly, in the time span previously discussed and according to our clients' expectations.

What differentiates Idea Translations from our competitors is that we do not only have at our disposal in-house translators, editors and proofreaders, but also engineers and designers that are able to complete any job, in any format. May it be InDesign files or other types of documents that require DTP or more challenging projects like the translation of E-learning courses, websites or applications, we are able to complete all projects seamlessly without the headaches of having several vendors involved.

3. Describe your organization's standard data collection and reporting processes and mechanisms and how you would apply them to DHS's key performance data collection and reporting requirements.

We offer our clients a unique platform that allows them to keep their translation projects in one place, create and approve quotes without the cumbersome exchange of emails and manage invoices and budget spend in one place. All of this at no additional charge. Through our IRIS Customer Platform we take the project management out of translation and accelerate and simplify the request of projects.

Upon award of contract, Idea Translations will arrange in the lapse of 5 business days for a video conference call with the contract managers to define managers and users in order to create access to our translation management system which will allow DHS to upload documents, request quotes, see translation workflow, manage budget and create exportable reports.

Once we set up the managers and users (2-3 business days), we will provide individual or group video conference demos to train them on the use of our tool and how to upload content for translation and quoting purposes, monitor project status, download completed translations, review invoices and get reports per language, per agency, per user and spend as well as train them on the roles of your account team at Idea Translations and how to interact with our project managers either via the translation management platform chat or through email or phone translations.

Demos are typically completed within 2 weeks of manager and user set-up. Optionally, we would provide video trainings as reference. Our Translation Management Platform is extremely simple to use and requires minimal technical skills.

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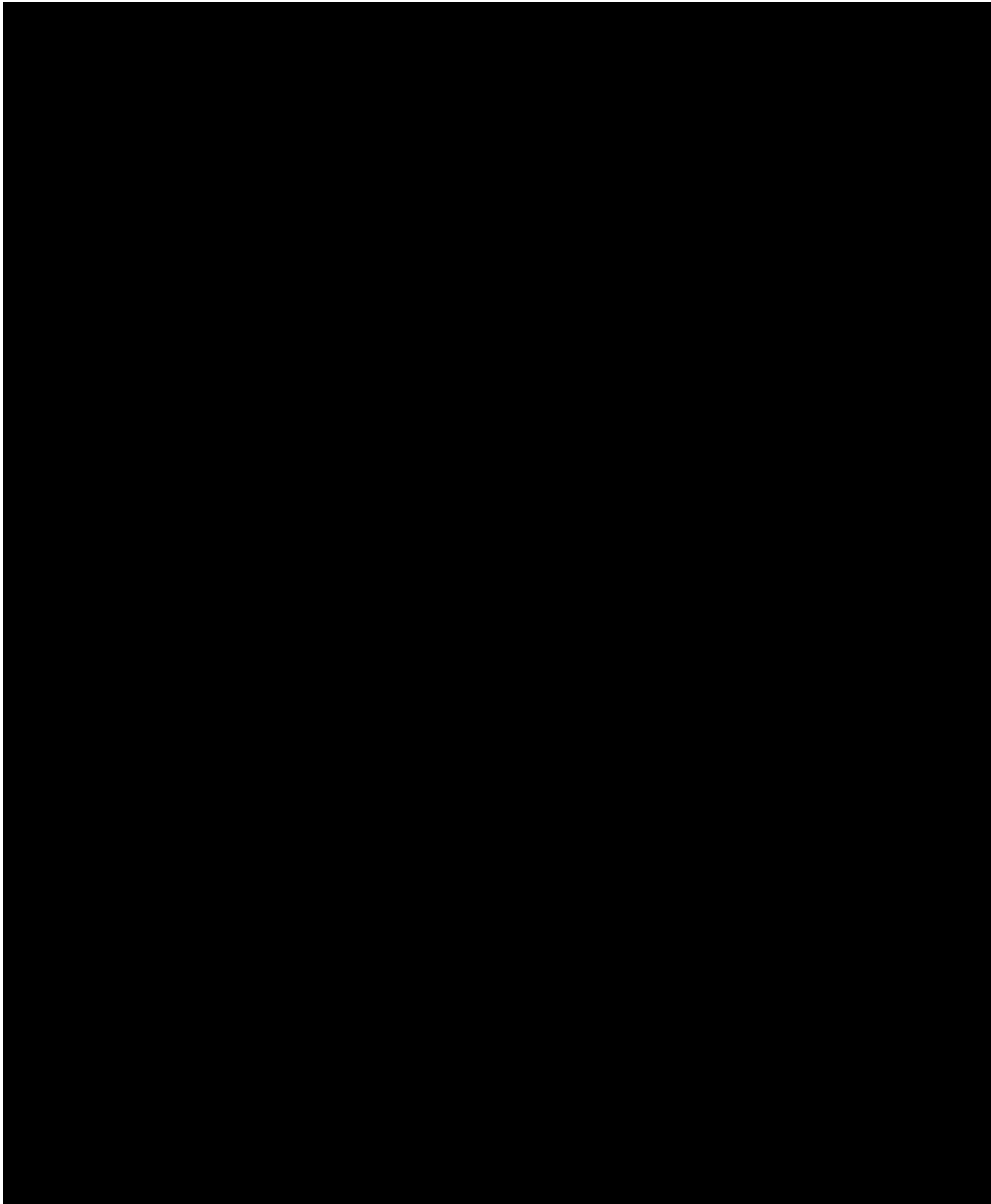
4. Describe your organization's internal processes and mechanisms for evaluating the quality and effectiveness of your services and how you would apply them to the Language Assistance Services you would provide to DHS.

Our organization is ISO 9001:2015 and ISO 17100:2015 [REDACTED] ally designed for Translation Service Providers.

[REDACTED]

[REDACTED]

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Performance Evaluation

All of our deliveries include a Customer Satisfaction Survey (content included below). All completed surveys are reviewed and marked if they require immediate attention or on a monthly basis to create improvement policies and evaluate PM performance and customer satisfaction levels.

We record and rank all feedback either through our survey channel or any other contact channel (email, phone, meeting, etc.). Based on the feedback provided by clients, we create

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a unique qualifications folder for our PMs, translators and reviewers which are used for evaluation on future project allocation of resources.

Idea Translations - Customer Online Survey (R 821-1)

Thank you for helping us improve our service. The following survey will take no longer than 3 minutes and your opinion is of utmost importance to us.

* Required

What is your opinion on the service level provided? * We'd like to know how we helped you.

- ☒ Excellent. It exceeds our expectations.
- ☐ Good. It was just what I expected.
- ☐ It could be better. Not bad, but I was expecting something better.
- ☐ It does not meet my expectations.
- ☐ Other:

What is your satisfaction level in regards to the quality of the completed project? * We refer to the job itself, not the attention you received.

- ☐ Excellent. It exceeds all expectations.
- ☐ Good. It was just what I expected.
- ☐ It could be better. Not bad, but I was expecting something better.
- ☐ It does not meet my expectations.
- ☐ Other:

Would you like to send us some feedback or provide ideas that will help us serve you better? This is a good time! Please provide your feedback below, or send us an email to feedback@ideatranslations.com. Thank you!

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Spoken Language Interpretation (45 points possible)

Complete this section only if you are proposing this Language Assistance Service. If you are not proposing this service, please leave this section blank. Your response to this section must not exceed 6 pages.

1. Describe the Spoken Language Interpretation services to be provided and how they will fulfill the standards outlined in the RFP.
[Click here to enter text.](#)
2. Describe the key aspects of the delivery model you would use to provide Spoken Language Interpretation, including but not limited to, the business processes used for service requests and the mechanisms for account management and customer service.
[Click here to enter text.](#)
3. Please provide a list of all foreign languages in which your organization will provide Spoken Language Interpretation and describe your organization's experience and proficiency for each language listed.
[Click here to enter text.](#)
4. Describe the qualifications and standards required of interpreters to be utilized for Spoken Language Interpretation, including required knowledge, skills, experience, credentials and other professional standards.
[Click here to enter text.](#)
5. Describe your organizations strategies for recruiting, retaining and evaluating performance of interpreters to be utilized for the Spoken Language Interpretation.
[Click here to enter text.](#)

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Sign Language Interpretation (45 points possible)

Complete this section only if you are proposing this Language Assistance Service. If you are not proposing this service, please leave this section blank. Your response to this section must not exceed 5 pages.

1. Describe the Sign Language Interpretation services to be provided and how they will fulfill the standards outlined in the RFP.

[Click here to enter text.](#)

2. Describe the key aspects of the delivery model you would use to provide Sign Language Interpretation, including but not limited to, the business processes for services requests and the mechanisms for account management and customer service.

[Click here to enter text.](#)

3. Describe the qualifications and standards required of interpreters to be utilized for Sign Language Interpretation, including required knowledge, skills, experience, credentials and other professional standards.

[Click here to enter text.](#)

4. Describe your organizations strategies for recruiting, retaining and evaluating performance of interpreters to be utilized for the Sign Language Interpretation services.

[Click here to enter text.](#)

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Written Translation (45 points possible)

Complete this section only if you are proposing this Language Assistance Service. If you are not proposing this service, please leave this section blank. Your response to this section must not exceed 5 pages.

1. Describe the Written Translation services to be provided and how they will fulfill the standards outlined in the RFP.

We believe our organization will be an asset in contributing to Allegheny County DHS with accurate translations of written materials to the County's satisfaction. Our organization has extensive experience translating legal and health/medical content from and into English. We currently perform similar tasks for The State of Pennsylvania, The State of Virginia, the State of Wisconsin, The State of Oregon, The City of Charlottesville, The City of Harrisburg and The City of Charlotte.

Idea Translations has three main differentiators:

Quality: Our company is ISO 9001:2015 and ISO 17100 certified. We have a stringent quality assurance process in place aimed at constant improvement. We not only have in-house translators, editors and proofreaders, but also engineers and designers that are able to complete any job, in any format. May it be InDesign files or other types of documents that require DTP or more challenging projects like the translation of E-learning courses, websites or applications, we are able to complete all projects seamlessly without the headaches of having several vendors involved.

Technology: We have developed a simple, secure and robust platform for client communications that allows client to create projects, approve quotes, download translations and translation memories and see usage and spend reports. Please see an explanatory video below:



<https://youtu.be/4YFQzYyDYzo>

Price: We provide our clients with rates that are in average 30% lower than our competitors by taking advantage of our unique platform to accelerate and simplify translation tasks and leverage previously translated content and pass these cost savings to our clients.

Value adding activities

1. We provide TM, glossary and preferences maintenance at no charge.
2. We have a team of engineers that is able to work on almost any format and CAT tools and can help with complex import and export issues.
3. Our office is open from 7 AM EST to 7 PM EST with an on-call emergency service that works 24/7 during 365 days a year. Our translators, DTP experts and subject matter experts are also carrying out previously initiated requests on weekends. In case of an emergency, call (860)781-6377 and we will try our best to assign and realize your request.

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4. We are able to quickly organize and put together multi member teams for big projects with urgent turnarounds. We've successfully completed projects requiring a 35,000 word daily output
2. Describe the key aspects of the delivery model used to provide Written Translation, including but not limited to, the business processes used for service requests and the mechanisms for account management and customer service.

Methodology of Work

Upon approval of a Request from Allegheny County DHS, the project is assigned to one of our experienced Project Managers (PM). Our PM will evaluate the content, requirements from the client, target audience and goal of the translation and assign the task to the most appropriate team members. Translators, reviewers and proof readers for each project are chosen based on their subject matter expertise, experience with other projects from the client and software requirements. If the content requires formatting or Desktop Publishing (DTP), we would select a designer based on the application used (e.g. InDesign, Illustrator, PPT, Ms Word) and platform (Mac or PC) and complete the design so the target deliverable looks as close as possible as the original. We aim at providing deliverables that have the same look and feel as their original source files and flow as if they were written originally in the target language.

Translation Process

Translation

This step is completed by a professional translator native on the target language with specific industry experience / knowledge to make sure accurate terminology is used.

Independent Editing

The completed translation goes through a thorough review by a qualified reviewer native on the target language that includes bilingual comparison and terminology research when needed. This step is completed by a subject matter expert with industry knowledge.

Quality Control Process

1. *Verification of completeness*: This includes the overall review of exported content to ensure that it has been translated entirely and that there are no issues like missing bullets, issues on the dates, currencies or numbers or other common format issues.
2. *Verification of Style Guide and Glossary*: If the client has a set Style Guide for communications and a glossary of terms, our verification scan, automatically finds any discrepancy in regards to guidelines and terms. This allow us to find and fix any terminology or style guide issue.
3. *Grammar and Spell Check Verification*: We run spell check on a specialized software tool that identifies any typos or grammatical concordance issues.
4. *Verification with QA Tool*: Bilingual files are revised using a QA program that detects issues such as lack of number concordance, double spacing, source and target inconsistencies and glossary inconsistencies.

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Technology

Translation Management System

We offer our clients a unique platform that allows them to keep their translation projects in one place, create and approve quotes without the cumbersome exchange of emails and manage invoices and budget spend in one place. All of this at no additional charge. Through our IRIS Customer Platform we take the project management out of translation and accelerate and simplify the request of projects.

CAT Technologies and Translation Memory

- Through the use of software technology, we provide our linguists the tools to work on a productive and quality oriented environment.
- These tools allow us to create translation memories for each client that turn out into more consistent terminology throughout your projects.
- CAT tools also help us take into account client preferences through the use of glossaries for preferred terms.

Finally, the use of CAT technologies saves clients costs as it identifies repeated text and our team provides the due discounts.

Translation Memory

Through the use of specialized translation tools we are able to create a unique and encompassing translation memory of all content translated for Allegheny County DHS for future use and for consistency sake.

This means that every time you translate a project with us, it will be stored and added to your translation memory avoiding translation of duplicate content and eventually creating cost savings through the use of repetitions (we provide a 75% discount on repetitions).

Additionally, the use of a translation memory provides consistency in all your translations and allows us to take into account your preferences by using a glossary.

Standard turnaround times

Please find below our standard turnaround times for all languages based in the amount of words. In case rush services are required, we have at our disposal the tools for enabling several translators to work on the same project simultaneously through our Trados Cloud Solution in order to meet our clients' deadlines.

Amount of words	Turn around
1000 or less	1-2 business days
Between 1000 - 2500	2-3 business days
Between 2500 - 5000	3-4 business days
Between 5000 - 10000	4-8 business days
Over 10000	To be determined

3. Please provide a list of all foreign languages in which your organization will provide Written Translation and describe your organization's experience and proficiency for each language listed.

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SPANISH	Gujarati	Mon-Khmer,	Palau	Salish	Dakota	African
Spanish	Urdu	Cambodian	Ponapean	Okanogan	Chiwere	languages
OTHER INDO-EUROPEAN LANGUAGES	Other Indic languages	Hmong	Trukese	Puget Sound	Winnebago	Amharic
	India n.e.c. ³	Thai	Ulithean Woleai-	Salish	Kansa	Berber
	Bengali	Laotian	Ulithi	Quinault	Omaha	Chadic
	Panjabi	Vietnamese	Yapese	Tillamook	Osage	Cushite
	Marathi		Melanesian	Twana	Ponca	Sudanic
French (incl. Patois, Cajun)		Other Asian languages	Polynesian	Haida	Quapaw	Kinyarwanda
French	Bihari		Samoa	Athapaskan	Alabama	Kirundi
Patois	Rajasthani		Tongan	Ahtena	Choctaw	Krahn
Cajun	Oriya		Niuean	Han	Mikasuki	Lorma
French Creole	Assamese		Tokelauan	Ingalit	Koasati	Mano
Italian	Kashmiri		Fijian	Koyukon	Muskogee	Nilotic
Portuguese (incl. Patois)	Nepali		Marquesan	Kuchin	Chetemacha	Nilo-Hamitic
Portuguese	Sindhi		Rarotongan	Upper Kuskokwim	Keres	Nubian
Creole)	Pakistan n.e.c. ³		Macri	Tanaina	Iroquois	Saharan
Portuguese	Sinhalese		Nukuro	Tanana	Mohawk	Nilo-Saharan
Papia Mentae	Romany		Hawaiian	Upper Tanana	Oneida	Khoisan
German (incl. Luxembourgian)				Chasta Costa	Onondaga	Swahili
German	Other Indo-European languages		ALL OTHER LANGUAGES	Hupa	Cayuga	Somali
Luxembourgian				Other	Seneca	Bantu
Yiddish				Athapaskan-Eyak	Tuscarora	Mande
Other West Germanic languages				Apache	Wyandot	Fulani
Pennsylvania			Navajo	Kiowa	Cherokee	Gur
Dutch			Other Native North American languages	Tlingit	Aricara	Kru, Ibo, Yoruba
Afrikaans				Mountain Maidu	Caddo	Efik
Frisian				Northwest Maidu	Pawnee	Wolof
Scandinavian languages				Southern Maidu	Wichita	Mbum (and related)
Swedish				Sierra Miwok	Comanche	African
Danish				Nomlaki	Mono	Tigrinya
Norwegian				Patwin	Paiute	Igbo
Icelandic				Wintun	Northern Paiute	Oromo
Faroese				Foothill North	Southern Paiute	
Greek				Yokuts	Chemehuevi	
Russian				Tachi	Kawaiisu	Other and unspecified languages
Polish				Santiam	Ute	
				Siuslaw	Shoshoni	
				Klamath	Hopi	
				Nez Perce	Cahuilla	
				Sahaptian	Cupeno	
				Upper Chinook	Luiseno	
				Tsimshian	Serrano	
				Achumawi	Pima	
				Atsugewi	Yaqui	
				Karok	Picuris	
				Pomo	Tiwa	
				Washo	Sandia	
				Cocomaricopa	Tewa	
				Mohave	Towa	
				Yuma	Zuni	
				Diegueno	Chinook Jargon	
				Delta River	American Indian	
				Yuman	Jicarilla	
				Havasupai	Chiricahua	
				Walapai	San Carlos	
				Yavapai	Kalispel	
				Chumash	Spokane	
				Tonkawa		
				Yuchi	Hungarian	
				Crow	Arabic	
				Hidatsa	Hebrew	
				Mandan		

Currently we serve over 250 clients in over 100 languages in a wide range of industries.

- Describe the qualifications and standards required of translators to be utilized for Written Translation, including required knowledge, skills, experience, credentials and other professional standards

Our organization is ISO 9001:2015 and ISO 17100:2015 specifically designed for Translation Service Providers.

Based on ISO 17100 requirements, we follow the process described below:

The Translation Service Provider (TSP) shall determine the translator's qualifications to provide a service conforming to this International Standard by obtaining documented evidence that the translator fulfills at least one of the following criteria:

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a) has obtained a degree in translation, linguistics or language studies or an equivalent degree that includes significant translation training, from a recognized institution of higher education;

b) has obtained a degree in any other field from a recognized institution of higher education and has the equivalent of two years of full-time professional experience in translating;

c) has the equivalent of five years of full-time professional experience in translating.

In order to meet ISO 9001:2015 quality standards for certification, our company must have a quality management process implemented which is applied in all projects. Part of the quality requirements is determining if a translator is already certified or must be certified by our company. We require all of our linguists to provide proof of their translation degree from an accredited university either locally in the US or their country of origin and perform a check to confirm the validity of their credentials. This certification process also includes ATA (American Translator's Association) certification as a valid proof of credentials. In the case of very specific subject matter experts that only possess translation experience and cannot provide credentials of a 3+ year degree or a translation certificate such as an ATA certificate, we evaluate them through the review of 5 past projects completed accompanied by appropriate client information to confirm performance.

5. Describe your organizations strategies for recruiting, retaining and evaluating performance of translators to be utilized for the Written Translation services.

Review of experience and standards

All of our translators have to pass one of our 4 test translations (Technical, Medical, Legal and Financial) based on their experience. If the translator passes the test consisting of a short translation, he/she is put into a trial period where we would make them part of a specific client's team. During this period, we require the translator to produce partial deliveries on all projects so our reviewer can constantly check on quality as the project flows and provide with feedback. After our team deems the translator can move out of the trial period, they are classified in one of 4 practices (Technical, Medical, Legal and Financial) so we can pair the translator with the right project in the future.

Finally, our employees go through a monthly training for new tools and language competency and quarterly external trainings in soft skills such as leadership, client satisfaction, conflict resolution, mindfulness, diversity and others.

Idea Language Services, LLC guarantees that translators will possess native level fluency in foreign languages, as well as fluency in English. All of our translation, reviewers and proofreaders are native in the target language required.

Training

On an annual basis, our staff receives training with a focus on privacy and confidentiality including HIPAA and FWA. As part of each staff member's annual review, he or she is required to review and sign the Code of Ethics and comply with our official policies including Personal Information Security Incident policy, Breach Reporting policy, Clean Desk policy, Standards of Business Conduct policy, Whistleblower policy and Fraud, Waste, and Abuse policy.

Our contracted translators undergo specific training on HIPAA and FWA regulations, PHI security and confidentiality. This training is mandatory for all contracted translators.

Additionally, they are required to sign our corporate confidentiality and non-disclosure agreements on an annual, recurring basis

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Budget (35 points possible)

All Proposers must complete this section. Your response to this section must not exceed 3 pages (budget template not included in the page count).

1. Using the pricing template available on our website, provide pricing for each Language Assistance Service being proposed, identifying rates across the service delivery modalities (e.g., onsite, telephonically, VRI) and supported languages.
2. Provide a pricing narrative that describes and supports all costs and cost-related factors that impact the proposed pricing. Examples include but are not limited to shift differentials, minimum order values, cancellation policies, reimbursable costs, and certified or specialized language services.

Click or tap here to enter text.