

REQUESTS FOR PROPOSALS

Vendor for Spanish translation of NCOA materials and resources and translation services for NCOA's BenefitsCheckUp®

Summary

The National Council on Aging (NCOA) is requesting proposals for a qualified partner to provide ongoing, culturally competent translation services from English to Spanish for materials and resources across the organization and for our online tool BenefitsCheckUp. Vendors have the option to submit a proposal for one or both of the efforts detailed below.

Print and Digital Materials

NCOA is seeking a qualified translation partner to provide equitable, culturally competent, and complete translations from English to Spanish of our existing resources, materials, and presentations, as well as content that will be produced in the future. These materials are available to older adults and aging professionals in print and online. Currently, NCOA does not have a centralized vendor to provide translation services for long-term or on-call projects.

BenefitsCheckUp® Content

NCOA also is seeking a full-service translation company to translate online fact sheets from English to Spanish for our signature online tool BenefitsCheckUp. In addition to translating website copy, the vendor will provide content management services. They will provide a soft copy download of the translated text and update the website directly through a secure interface. The vendor must have the resources to provide translation as an ongoing service.

NCOA plans to complete this project by June 2019 with an expected project kickoff in February 2019.

Key Proposal Dates

- RFP Release: December 14, 2018
- Q&A Call: January 9, 2019
- Proposal Deadline: January 14, 2019

Purpose of this RFP

NCOA is requesting proposals for a qualified partner to provide ongoing, culturally competent translation services from English to Spanish for materials and resources across the organization and for our online tool BenefitsCheckUp. Vendors have the option to submit a proposal for one or both of the efforts detailed below.

Print and Digital Materials

NCOA is seeking a qualified vendor to provide equitable, culturally competent, and complete translations from English to Spanish of our existing resources, materials, and presentations, as well as content that will be produced in the future. These materials are available to older adults and aging professionals in print and online.

NCOA maintains a commitment to providing equal access to reliable information pertaining to the economic security and overall health of all older adults. A key part of that commitment is to provide continued translation of content from English to Spanish across all programming and informational resources.

We recognize that helping to build resilient older adults in America's most vulnerable communities means investing in resources that provide information in a format that meets communities where they are, in a culturally competent and systematic way.

Currently, NCOA does not have a centralized partner to provide translation services both for long-term or on-call projects. NCOA is seeking a vendor that will translate English resources, program materials, presentations, and one-pagers into Spanish. In addition, the vendor must be able to design and format all materials and provide a seamless communications interface for downloading/uploading all documents.

With printed and digital materials, this RFP solicits vendors who intend to work on a retainer fee basis, where projects will be requested throughout the year on an as-needed basis. Please make your pricing structure clear for services such as these when documenting your translation fee structure.

BenefitsCheckUp® Content

BenefitsCheckUp is one of NCOA's signature programs and is the nation's most comprehensive online service to screen older adults for benefits programs to help pay for their daily needs. The free tool screens for public and private assistance programs that can help pay for health care, food, housing, medication, transportation, and more.

There are over 2,500 public and private benefits programs from all 50 states and the District of Columbia in the BenefitsCheckUp database. Since 2001, more than 7 million people have used BenefitsCheckUp to identify benefits valued at more than \$27.2 billion. The primary audiences for BenefitsCheckUp are:

- Older adults and their caregivers
- Advocates for older adults
- Professionals in aging services

NCOA is seeking a full-service vendor to translate BenefitsCheckUp online fact sheets from English to Spanish.

The scope of the BenefitsCheckUp component of this RFP is for the first of a multiphase project. For the first release, there will be approximately 500 benefits programs that will be translated, which average

400 to 700 words each. Many of the programs have descriptions that are duplicative of other programs (either fully or partially). Duplicative content will only need to be translated once. All content for a specific questionnaire will need to be translated. This includes static content, explainer/hints, short descriptions, fact sheets, and questions.

Also included is content housed as part of the BenefitsCheckUp SNAP Map, which details information about the Supplemental Nutrition Assistance Program (SNAP). The content for each SNAP Map fact sheet will need to be translated, which is included in the benefits count above. All the static content on the SNAP pages will need to be translated, as well.

The benefits available to older adults through BenefitsCheckUp change frequently. Translation services will be required semi-annually, but there may be instances when translations will be required outside of that timeframe. We require a vendor with the resources to provide translation as an ongoing service.

The vendor also will provide content management services in relation to the translated copy. NCOA will create the technical infrastructure that will allow the vendor to go directly into the BenefitsCheckUp WordPress content management system (CMS) and update/add Spanish translations per our instruction. Workflows will be put in place to ensure this is done efficiently and without compromising the integrity of the site and existing content.

In the coming months, we hope to add additional language options to the BenefitsCheckUp website. The scope of this project is solely for the translation from English to Spanish, but additional consideration will be given to firms that can translate to other languages.

BenefitsCheckUp® Timeline

Date	Task	Additional Details
February 2019	Project Kickoff	
January – March 2019	Technical build of CMS environment	No action required from translation vendor
April – June 2019	Migration of 70% to 80% of translated content to website via CMS	This will include a training with vendor on how to add content to the website
August 2019	Translation 100% complete	Phase one

NCOA Background

NCOA is the nation’s oldest nonprofit service and advocacy organization representing older adults and the community organizations that serve them. Our goal is to improve the health and economic security of 10 million older adults by 2020. For more than 65 years, NCOA has been a trusted voice and innovative problem-solver helping older adults navigate the challenges of aging in America. We work with local and national partners to give older adults tools and information to stay healthy and secure, and we advocate for programs and policies to improve the lives of all older adults, especially the most vulnerable.

We provide numerous printed materials to better inform older adults, their caregivers, advocates, and professionals in the aging network across the country. These materials provide access to the types of information necessary to make educated decisions about how, when, and why to access federal, state, and local benefits that older adults may be entitled to. NCOA believes that every person deserves to age with their best possible health and economic security, regardless of socioeconomic status, ethnicity, or background. NCOA's bodies of work include the following.

Public Policy and Advocacy

- NCOA advocates for older adults and the organizations that serve them.

Healthy Living

- **Aging Mastery®:** NCOA's unique approach empowers people to build a playbook for the third stage of their life. The 10-class workshop and a new at-home Aging Mastery® Starter Kit provide older adults with the skills and tools to develop sustainable behaviors to help them master aging.
- **Chronic Disease Management:** With funding from the U.S. Administration for Community Living, NCOA's Center for Healthy Aging supports a network of community organizations offering proven workshops to help individuals better manage their chronic conditions.
- **Falls Prevention:** Also with the help of funding from the U.S. Administration for Community Living, NCOA's Center for Healthy Aging leads the national resource center and Falls Free® Initiative, both dedicated to reducing falls among older adults through awareness, education, and evidence-based falls prevention programs in the community.
- **Senior Centers:** NCOA's National Institute of Senior Centers (NISC) is the only organization dedicated to improving senior centers. NISC supports a national network of over 3,000 senior center professionals, and promotes research, promising practices, advocacy, and accreditation.

Economic Security

- **Benefits Access:** With funding from the U.S. Administration for Community Living, NCOA supports a network of local organizations that find and enroll older adults with limited means into benefits programs to help pay for daily needs like food, medicine, and heat. NCOA also created and manages BenefitsCheckUp, the nation's most comprehensive online screening tool for older adults to find these public and private programs.
- **Supplemental Nutrition and Assistance Program:** NCOA leads a national effort to educate older adults about SNAP and enroll those who are eligible. We work with local partners in communities and online to connect seniors to SNAP. In addition, we advocate to simplify enrollment and defend SNAP from funding cuts.
- **Medicare:** NCOA's My Medicare Matters® is a free, educational website that helps visitors choose the best Medicare plan for their needs and make the most of their benefits.
- **Senior Employment:** NCOA runs 27 offices under the Senior Community Service Employment Program, a federal program with the Department of Labor, that helps low-income, unemployed individuals aged 55 and over find work.

BenefitsCheckUp® Background

Public Site: There are two versions of BenefitsCheckUp. The public site at BenefitsCheckUp.org is available to the public 24 hours a day. All screening and information delivery processes are anonymous; visitors do not provide their name or identifying information.

Organizational Site: NCOA also makes BenefitsCheckUp available to partner organizations through customized organizational sites. NCOA has relationships with over 90 Benefits Enrollment Centers and other community-based organizations where counselors provide in-person assistance to older adults in applying for benefits.

SNAP Map: In addition to the screening tool, BenefitsCheckUp includes other resources for identifying available benefits. The one relevant for this project is the SNAP Map, which allows visitors to click on a state and view a fact sheet regarding nutrition assistance programs in that state. The fact sheet includes a link to the state website for additional information or to connect to online enrollment and application forms for download, if available.

Proposal Requirements

In responding to this RFP, NCOA requires the information described in the following sections. The first section, NCOA Expectations of the Contractor, does not require a specific response, but these considerations should be incorporated in the elements of your response to the other sections.

NCOA Expectations of the Contractor

Print and Digital Materials

1. Provides equitable, culturally competent, and complete translations from English to Spanish.
2. Translates English resources, program materials, presentations, and one-pagers into Spanish.
3. Works on a retainer fee basis, where projects will be requested throughout the year on an as-needed basis.
4. Designs and formats all materials and provide a seamless communications interface for downloading/uploading all documents.
5. Has a clear pricing structure.
6. Demonstrates transparent billing, budgeting, and administrative processes.
7. Provides a Project Manager assigned to NCOA.
8. Provides timely and regular updates on project status.
9. Complies with completion dates included in workplan.

BenefitsCheckUp® Content

1. Provides equitable, culturally competent, and complete translations from English to Spanish.
2. Translates designated website fact sheets, static content, explainer/hints, short descriptions, and questions.
3. Has staff bandwidth to provide content management services in relation to the translated copy.
4. Has experience managing content through a content management system, preferably WordPress.

5. Has a clear pricing structure.
6. Demonstrates transparent billing, budgeting, and administrative processes.
7. Provides a Project Manager assigned to NCOA.
8. Provides timely and regular updates on project status.
9. Complies with completion dates included in workplan.

Past Contractor Experience/Capabilities

Please provide a brief summary narrative of your firm’s previous experience related to the following topics. Note that you can expand on these points as appropriate in your example project descriptions.

A. Required Elements:

- i. Demonstrated experience translating web and print content from English to Spanish
- ii. Demonstrated experience providing culturally competent translations from English to Spanish
- iii. Demonstrated ability designing and formatting all materials and providing a seamless communications interface for downloading/uploading all documents

B. Preferred Elements:

- i. Familiarity with managing web content through WordPress CMS
- ii. Ability to translate content into multiple languages beyond English to Spanish

Designation of Work

All applicants are encouraged to apply for all or part of the project and will still be considered as a qualified vendor for purposes of this RFP. For example, if a vendor only has the capacity for the Print and Digital Materials portion of this RFP, the vendor does not have to apply for the BenefitsCheckUp Content portion.

In the proposal purpose statement, please clearly indicate which portions of this RFP you are applying for (Print and Digital Materials, BenefitsCheckUp Content, or both). Only applicants with a clear indication of what they are applying for will be considered.

This project will be a pilot project over the course of one year.

Budget

1. This proposal will be conducted under a Firm Fixed Price contract. Your application must include a final price that will cover all the deliverables identified in this RFP. This may be in the form of word count, per hour, or however else you quantify costs for the services outlined in this RFP. Please note which portion of the RFP you are applying for (Print and Digital Materials, BenefitsCheckUp Content, or both).
2. In addition to the overall price, please provide a breakdown and headcount of staff that you anticipate using for this project and their roles relative to the workflow/deliverables. Please include pertinent contact information (name, title, phone number, email) for each individual working on the project.

3. Please provide a description of any non-labor categories of expense you anticipate incurring as part of this translation effort.

How to Submit

Items to Submit

1. Proposal addressing the items under Expectations of the Contractor, as well as:
 - a. Proposed budget with hourly billing rates or price per word rates.
 - b. Resumes of principal personnel who will be working on this project.
 - c. Two recent references based on related initiatives, work, and /or completed projects.
 - d. Timelines that include brief descriptions of the deliverables you would provide at each step for analogous projects.

Questions should be emailed by **Monday, December 17 at 5:00 p.m. ET to Vivian Nava-Schellinger, vivian.schellinger@ncoa.org.**

Final proposals should be emailed by **Friday, January 14 at 5:00 p.m. ET to Vivian Nava-Schellinger, vivian.schellinger@ncoa.org.**

Evaluation of Proposals

Proposals will be accepted only if they include everything in the **Items to Submit** section and address the requirements listed above. NCOA will select a minimum of two final contractors to perform on-site presentations at our headquarters in Arlington, VA, or via web conference if travel is not possible.

NCOA will evaluate proposals based on the following criteria:

1. The contractor's plan to assist NCOA to meet RFP requirements.
2. The contractor's relevant experience and past success.
3. The contractor's portfolio examples.
4. The contractor's financial and timeline proposal.
5. The resumes of the proposed principal consultants on the project.
6. The overall quality of the proposal (specifically, responsiveness to requirements and adequacy of information provided).

Key Deadlines

- **January 8, 2019:** All questions submitted for a Q&A conference call regarding the RFP. Send questions to: Vivian.Schellinger@ncoa.org.
- **January 9, 2019, 11:00 a.m. ET – 12:00 a.m. (OPTIONAL):** Q&A conference call (Dial In: 1-571-527-4000, PRESS 1, then 9#, then 123456#)
- **January 14, 2019, 5:00 p.m. EST (REQUIRED):** Final proposals due. Email your proposal to Vivian.Schellinger@ncoa.org. Any submissions received after 5:00 p.m. EST on January 14, 2019, will be disqualified. We will contact you if we have questions or require additional information.
- **January 25, 2019:** Winning vendor selected and notified.