



MEMORANDUM

TO: Mayor and Council Members

THROUGH: Susana Carbajal, Chief of Staff 
Michele Gonzalez, Chief Strategic Communications & External Relations Officer 

FROM: Kerrica C. Laake, Chief Information Officer 
Jessica King, Chief Communications Director 

DATE: March 19, 2024

SUBJECT: **Agenda Item #18 – Contract for Website Translation Tool**

We wanted to provide you with additional information regarding Item 18 on the March 21, 2024, City Council Meeting. This item requests authorization to negotiate and execute a contract with Transperfect International, LLC for technology that provides for automated machine translation of the City's website, austintexas.gov, for up to five years for a total contract amount not to exceed \$960,000.

Background. The City's current web translation solution only provides basic machine translation with limited accuracy for most of the languages spoken in the Austin area. The current solution does not offer an option to edit machine translated text to improve linguistic accuracy and cultural appropriateness. As a result, staff have relied primarily on human translation to translate critical information. This human intervention takes time and delays our ability to provide translated information to the public, especially during emergencies.

Purpose of Item. With human oversight from City staff, Transperfect offers web-enabled, automated machine translations that will help increase the quality of the translations, provide access for human review and editing of the translations, as well as improve the speed at which this content is provided to the public. This capability allows the City to be federally compliant with Section 1557 of the Affordable Care Act of 2010 rule on the use of machine translation. Over time, this technology will significantly improve the speed and accuracy of translated content for our community and website users. Key benefits include:

- Increase efficiency through language solutions and the translation process.
- Provide expedited multilingual communications during emergency events.

- Enhance multilingual capabilities and eliminate communication barriers with consistent, high-quality translation.
- Communicate effectively with Austinites and stakeholders.
- Align with Austinites' expectations.
- Improve the user experience.

Staff Recommendation. Staff from Communications & Technology Management as well as the Communications & Public Information Office jointly recommend approval of Item 18.

If you have any additional questions or require more information, please contact Kerrica Laake at 512-978-1535 or by email at kerrica.laake@austintexas.gov or Jessica King at 512-974-2406 or by email at jessica.king@austintexas.gov.

cc: Jesús Garza, Interim City Manager