



Speaking With *One* Voice
Civil Rights Virtual Symposium

HONORING THE PAST, SHAPING THE FUTURE

MAY 17-18, 2017

Understanding Language Access in 2017

Your Speakers

- Laura Godfrey, Product Manager, USAGov, Chair, Federal Multilingual Websites Committee, GSA
- John Lozada, Manager of Federal Programs, Office of Diversity and Civil Rights, Massachusetts Department of Transportation
- Gregory Sobczynski, Title VI Specialist, Office of Diversity and Civil Rights, MassDOT
- Laureen Laglagaron, Attorney Advisor, Federal Coordination and Compliance Section, Civil Rights Division, U.S. Department of Justice



Purpose of the Session

- The goal of this session is to provide tools for participants to more effectively communicate and engage with diverse limited English proficient (LEP) communities.
- Information covered will include language-mapping tools, tips for developing and maintaining multilingual websites that are accessible for LEP populations, and ways to engage LEP communities in the transportation planning process.



Laura Godfrey

General Services Administration



Agenda

Understand Your Audience – Strategize

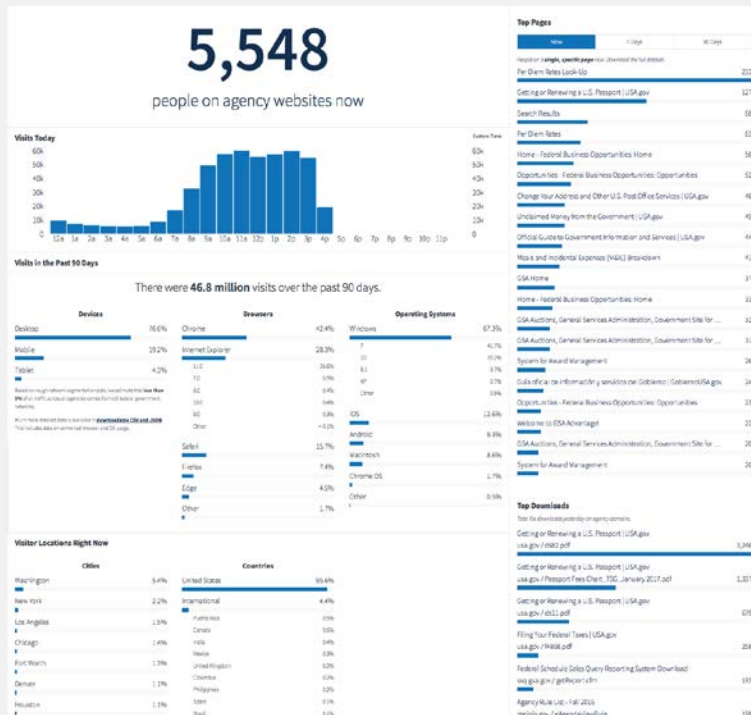
- Know Your Data
- Languages spoken in the U.S.
- How people access your information
 - Websites/Mobile
 - Social media
 - Email
 - SMS
 - New Tools
 - Artificial Intelligence (Siri, Alexa, etc.)



It All Begins With Data

Analytics

Don't get caught up in the numbers



Behind a data point

There is a human story



Multilanguage Landscape

Languages Spoken at Home

> 60 million people in U.S.
speak a language other than
English at home

- Spanish: 40M
- Chinese: 3M
- Tagalog: 1.6M
- Vietnamese: 1.4 M
- French: 1.3M
- Korean: 1.1M



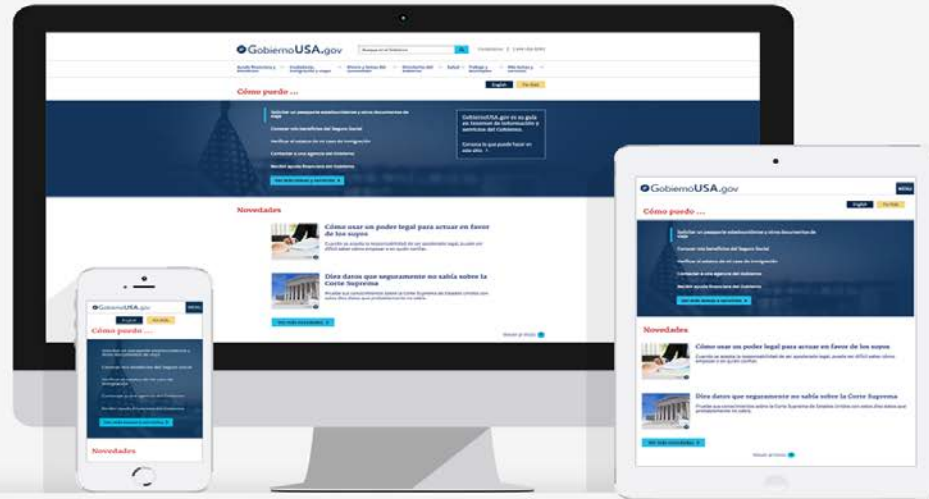
Websites

Keep in Mind

- Language & Culture
- URL structure
- Access – Toggles
- Integrate your operations
- Comparability and Maintenance
- See complete list at [DigitalGov.gov](https://www.digitgov.gov)



Websites (cont'd.)



New Trends

- Mobile First: Plan your content for mobile
- Structured Content
 - Platform-free content allows for portability and reuse.
 - COPE model
- APIs: Release your content to allow others to build with it.



Social Media

Where is your audience?

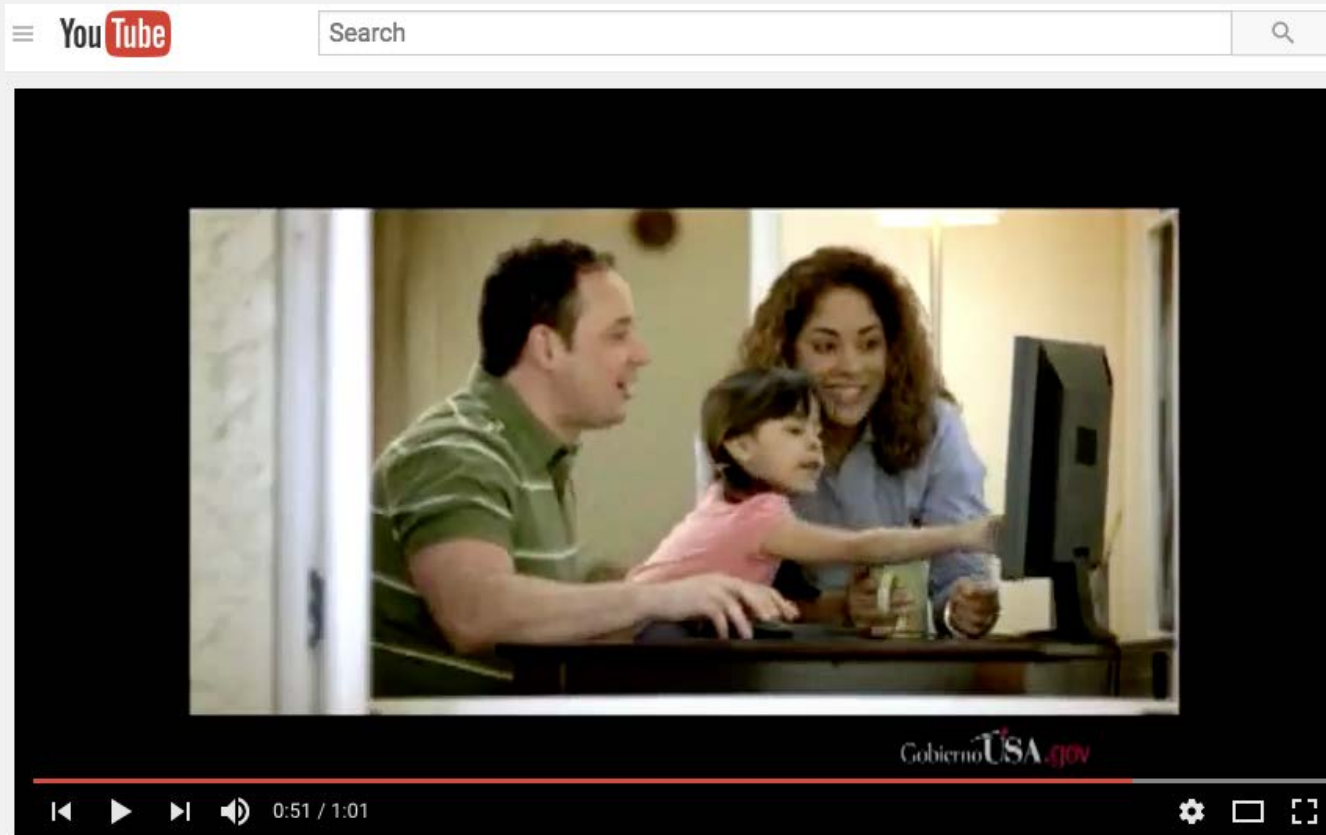
- Think Billennials (term coined by Univision)

Go to them, don't make them come to you

- Facebook
- Twitter
- YouTube
- Snapchat
- Instagram
- WhatsApp
- Others



The Power of Video



42% of Asian Millennials stream non-English language programming
94% of Spanish-dominant Hispanics rely on mobile for video

Source: Yahoo & Sensis Millennial Project



Try New Things

Benefits

- 1.2 billion active users/month worldwide
- Widely used
- Over the Internet
- Communicate emergencies, road closures, traffic alerts, etc.
- Disseminate videos: how to apply for programs/benefits, etc.
- Could reduce calls and traffic to your offices

WhatsApp



Try New Things (cont'd.)

Artificial Intelligence



- Federal Pilot to Integrate Public Services Into Intelligent Personal Assistants
- Nascent Technology
- Consider Future Languages
- More at [DigitalGov.gov](https://www.digitgov.gov)



Tips to Reach Multilingual Audiences

Target Your Audiences

- Multilingual audiences need the same information as English speaking audiences
- Ensure multilingual messages are culturally relevant (no literally translated)
- Use plain language
- Manage users expectations: let them know if you send them to English information – for example: www.usa.gov (en inglés) for Spanish



Stay Connected

To share best practices and ask your peers questions

Join the [Multilingual Community of Practice](#)



Thank you!

Please feel free to contact me at:

laura.godfrey@gsa.gov



John Lozada and Gregory Sobczynski

**Massachusetts Department of
Transportation**



Massachusetts Department of Transportation

A Peer Perspective on

Key Strategies and Tools to Operationalize the Language Access Obligation



The Challenge

- State DOT and transit leadership and staff must meet the Title VI inclusive public engagement obligation on projects despite time pressure, cost and expectations
- Depending on the nature and location of a project, plan, program, or service, public engagement strategies are distinct – being perceptive about community is key
- On transportation projects, poor sharing of public concerns between agency departments, especially on Title VI matters, risks delay, complaints and redoubling public engagement efforts



Meaningful Language Access Requires

- Beyond securing translation and interpretation services, language access strategies must empower staff to:
 - Sustain public processes for the duration of projects/plans
 - Get to know the communities impacted
 - Seek, preserve, and share institutional knowledge
- State DOT and transit leaders should provide the resources and support the imperative for language access
- State DOT and transit Civil Rights personnel should provide incisive information, training, and tools for staff and leadership to be successful



MassDOT's "Engage" System

- MassDOT has developed an online platform to facilitate state and local public engagement related to transportation programs, services, and activities
- "Engage" software tool supports Title VI and the Public Participation Plan compliance, allowing project managers, frontline staff, planners, leadership, and partners to build stronger engagement strategies, including language access.

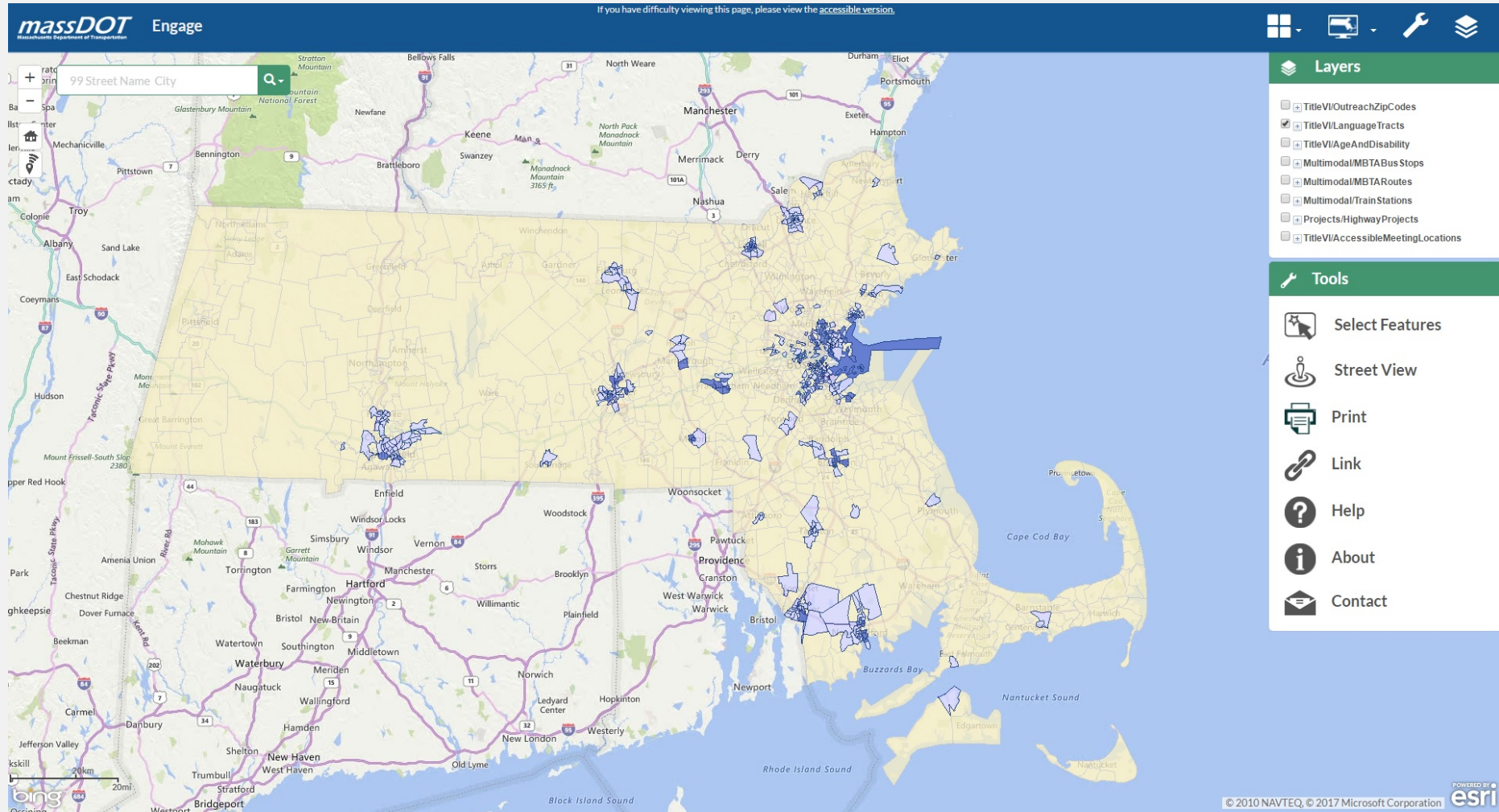


“Engage” Features

- Language Demographics
- Mail merge ready community contacts (with emphasis on Title VI organizations); 4000 contacts to date
- Accessible Meeting Locations
- All data is available at custom, user-defined geographies



"Engage" – Language Identification

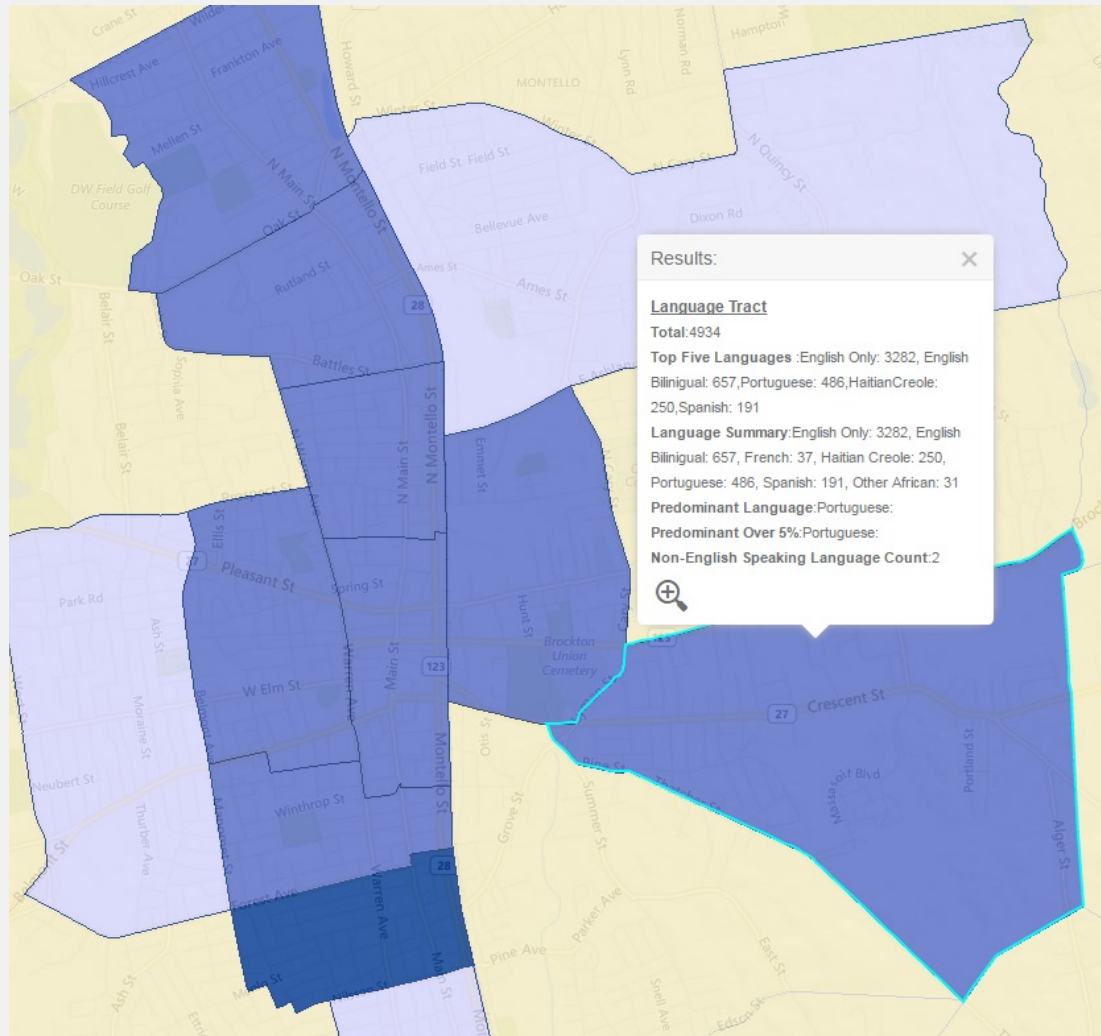


© 2010 NAVTEQ, © 2017 Microsoft Corporation

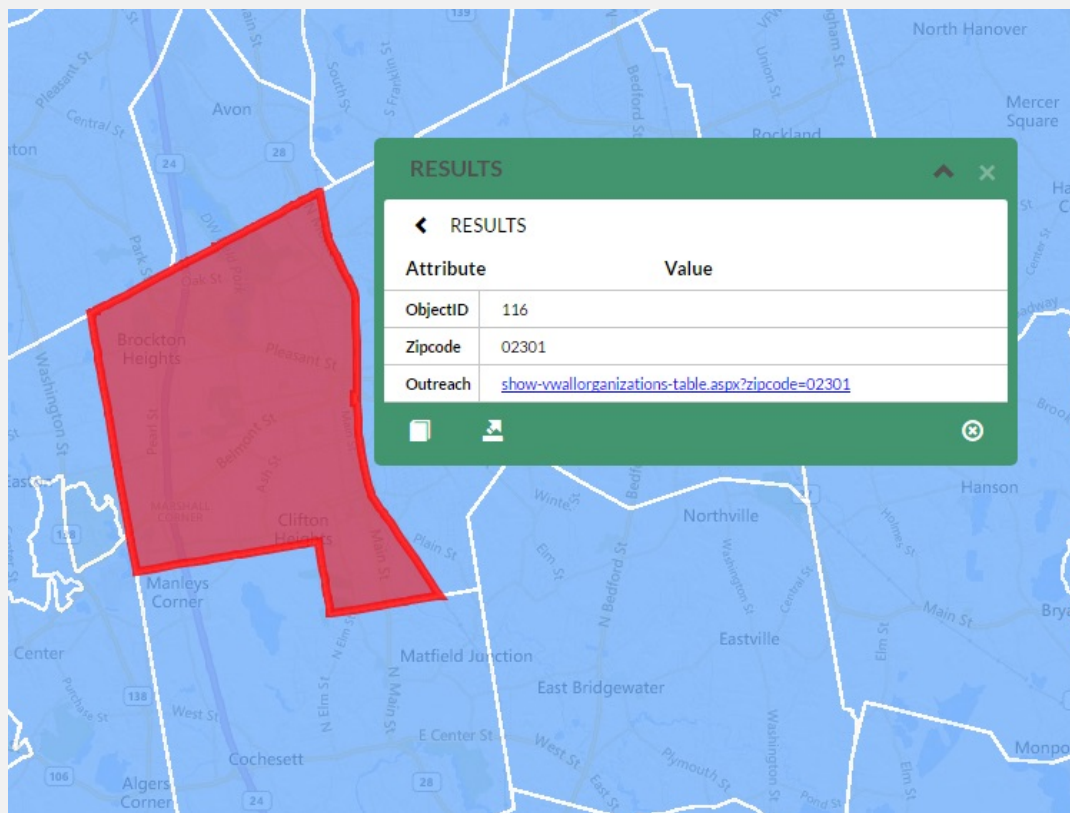
POWERED BY
esri



“Engage” – Language Identification (cont’d.)



"Engage" – Community Contacts₁



“Engage” – Community Contacts₂



 Aeronautics
  RMV
  Transit
  Highway

The Official Website of The Massachusetts Department of Transportation
 


Organizations Database Application

All Organizations

FILTERS

Search for...

ADD ORGANIZATION

Organization		Primary Contact Info			
Organization Name	MPO	Name	Address	Position	Email
 Action Community Access Television  	BOSTON	Marc Duci	16A Craig Road Acton , MA 01720 - -0000	Executive Director	marc.duci@actontv.org (978) 263-6033 - 301 
 Action for Boston Community Development (ABCD)  	BOSTON	John Drew	178 Tremont Street Boston , MA 02111 -	President/CEO	drew@bostonabcd.org (617) 348-6000 - 
 Action for Education, Inc.  	MERRIMACK VALLEY	Peter D. Prevett	26 Essex Street Andover , MA 01810 - -3714		-
 Action for Lawrence-Methuen-Arlington, Inc.  	BOSTON	Aaron Feuerstein	300 Kent Street Brookline , MA 02446 - -5467		(617) 232-9653 -
 Action, Inc.  	BOSTON	Tim Riley	180 Main Street Gloucester , MA 01930 -	Executive Director	actioninc@actioninc.org (978) 282-1000 - 
 Acushnet Public Library  	SOUTHEASTERN MASSACHUSETTS	Dina Brasseur	232 Middle Road Acushnet , MA 02743 -	Director	dbrasseur@sailsinc.org (508) 998-0270 - 
 Acushnet Town Hall  	SOUTHEASTERN MASSACHUSETTS	Pam LaBonte	122 Main Street Acushnet , MA 02743 -	Town Clerk	plabonte@acushnet.ma.us (978) 998-0215 - 
 Acushnet Veterans Agent  	SOUTHEASTERN MASSACHUSETTS	Ronald Cormier	122 Main Street Acushnet , MA 02743 -	Veterans' Agent	rcormier@acushnettown.mec.edu (978) 998-0207 - 
 Acushnet Wesley United Methodist  	SOUTHEASTERN MASSACHUSETTS	Kathy Macedo	67 Main St Acushnet , MA 02743 -	Pastor	bluecat02914@yahoo.com (508) 995-7197 - 
 Adaptive Rehabilitation Technologies, Inc.  	BOSTON		5 Bessom Street 175 Marblehead , MA 01945 - -2372		-

EMAIL PAGE

EXPORT ALL CONTACTS TO CSV

EXPORT PRIMARY CONTACTS TO CSV



"Engage" – Community Contacts₃

Primary Category:

Sub-Category:

Edit Organizations

Organization Name

MPO

Primary Contact

Organization Category

Organization Sub Category

Organization Main Website

Organization Notes

Edit Organizations

Organization Name

MPO

Primary Contact

Organization Category

Organization Sub Category

Organization Main Website

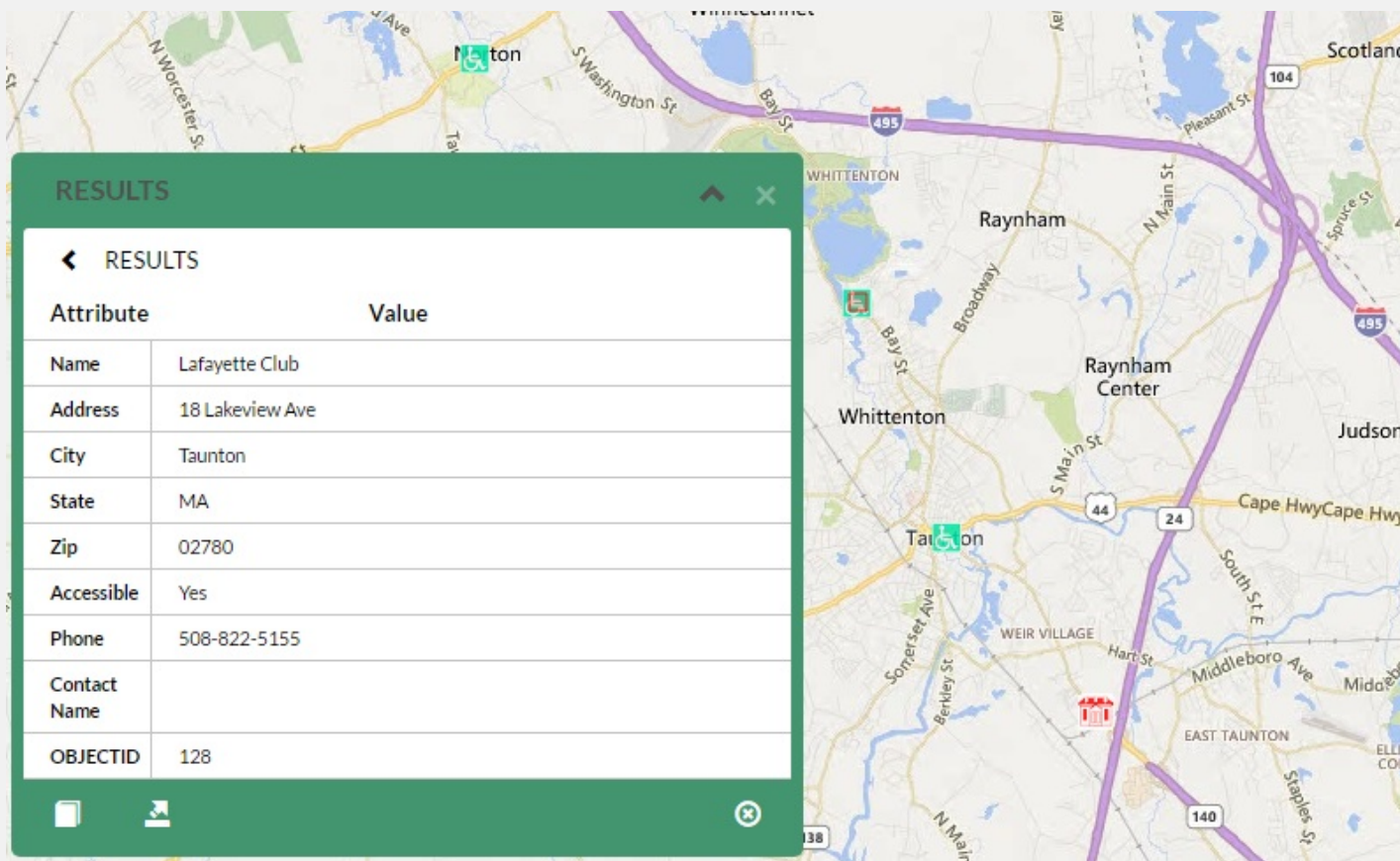
Organization Notes

Contacts

ADD CONTACT



“Engage” – Accessible Meeting Locations

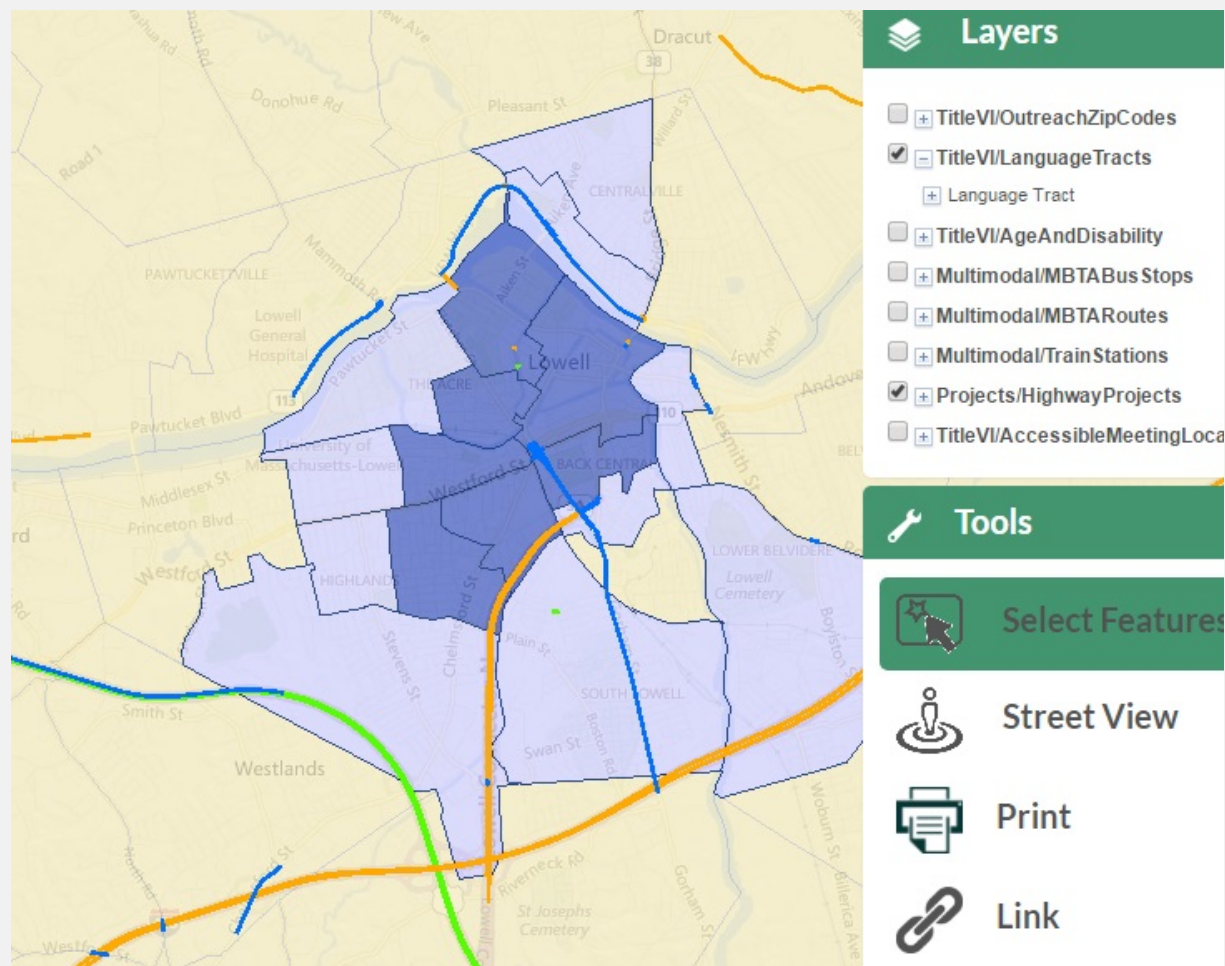


The screenshot displays a map of Taunton, Massachusetts, with a green overlay window titled "RESULTS". The window contains a table with the following data:

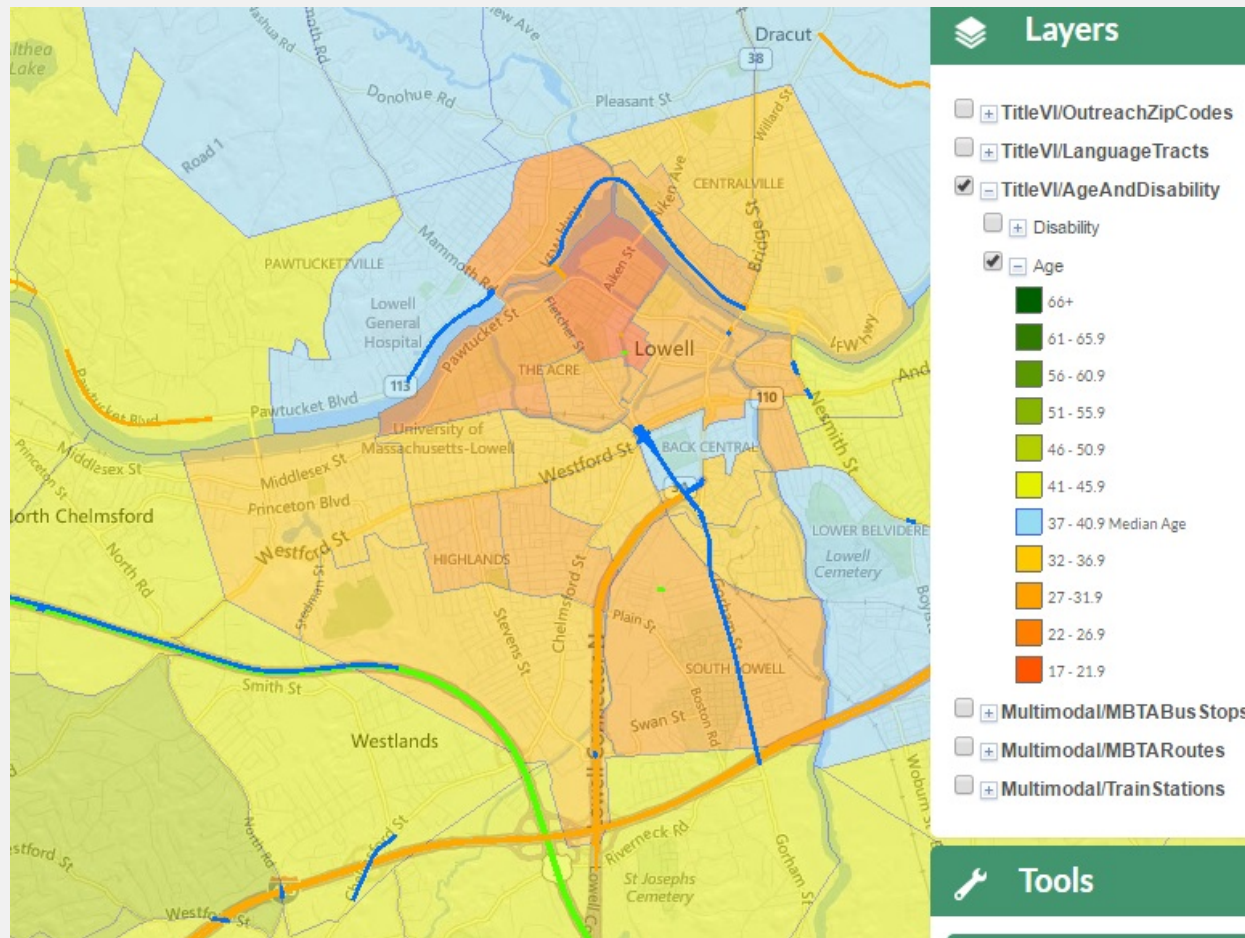
Attribute	Value
Name	Lafayette Club
Address	18 Lakeview Ave
City	Taunton
State	MA
Zip	02780
Accessible	Yes
Phone	508-822-5155
Contact Name	
OBJECTID	128

The map in the background shows the location of the Lafayette Club in Taunton, near the intersection of S Main St and S Washington St. Other visible locations include Raynham, Whittenton, and Judson.

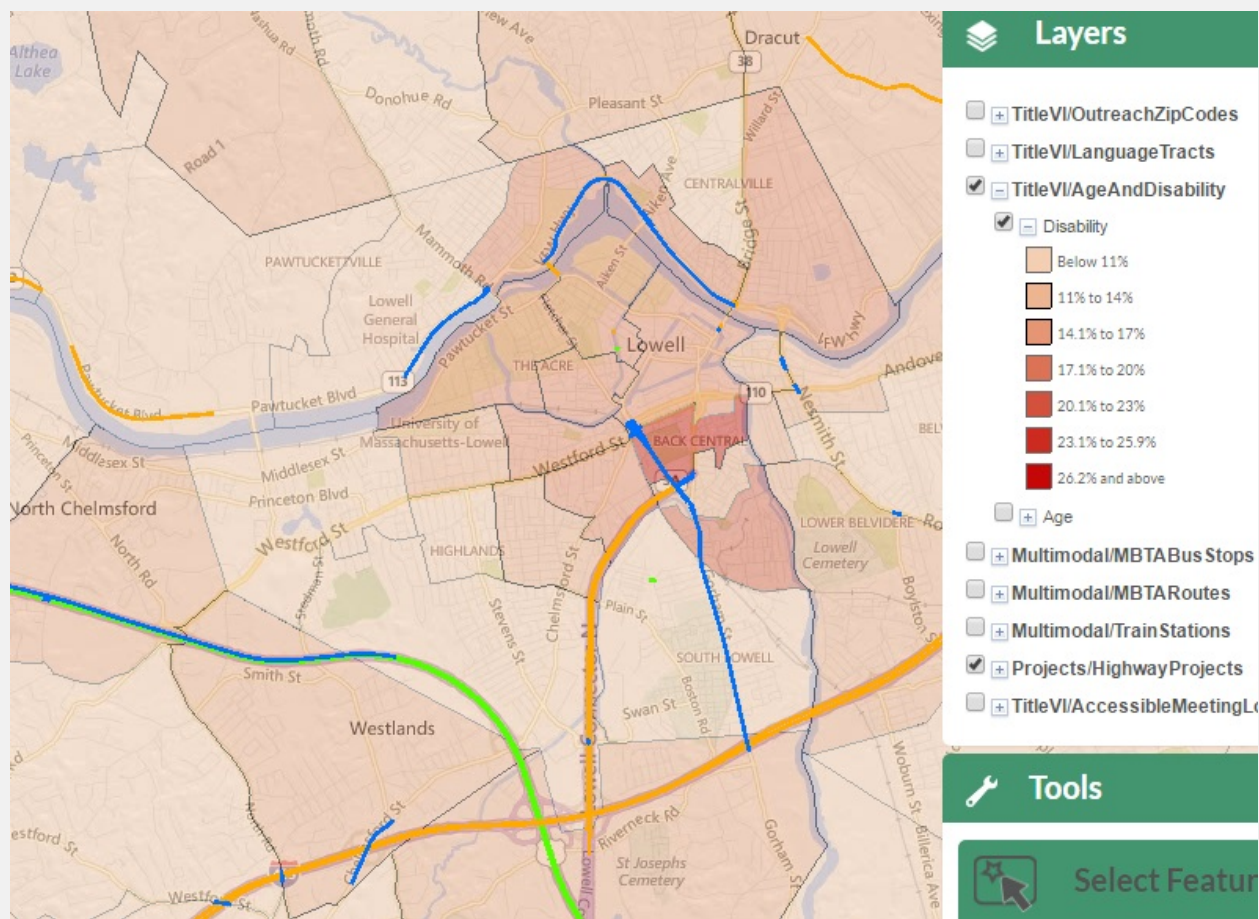
Languages in Project Context



Age in Project Context



Disability in Project Context



Keeping the Data Current

- MassDOT works with MPOs on Title VI compliance to systematize updating the incorporation of language, contacts, and accessible meeting location in each region
- Multidisciplinary teams of State DOT staff convene on a recurring basis to QA/QC the data



Future Development

- Taking “Engage” tool to “Analyze”
 - Provide planners, environmental specialists, right of way agents, and other key parties with data about transportation project impacts on protected populations.
- Risk based solution - identifying impacts will help State DOT staff to better understand the potential risks of Title VI or Environmental Justice related disparities on projects.



Laureen Laglagaron

U.S. Department of Justice



Understanding Language Access in 2017

**U.S. Department of Justice
Civil Rights Division
Federal Coordination and
Compliance Section**



Limited English Proficiency (LEP)

A Federal Interagency Website

LEP.gov
Mission Statement

LEP Information

[Frequently Asked Questions](#)

[Executive Order 13166](#)

[Resources by Subject](#)

[Interpretation and Translation](#)

[LEP and Title VI Videos](#)

[Demographic Data](#)

[LEP Mapping Tools](#)

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[DOJ Publications](#)

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Limited English Proficient (LEP) Maps

Language Map App

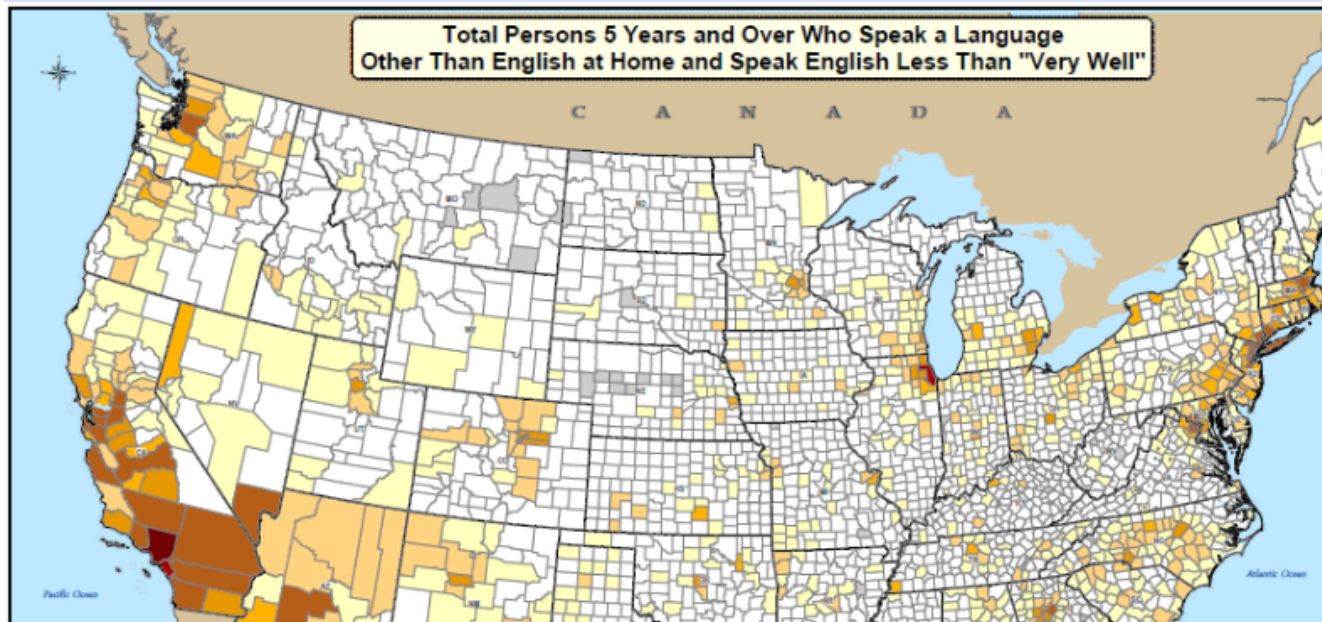
The Civil Rights Division's Language Map App is an interactive mapping tool that helps users find the concentration of and languages spoken by LEP individuals in a community. Click on your state or county to identify the number or percentage of LEP persons, download language data, or visually display maps for presentations. We encourage users to test the features of the Language Map App and provide feedback to help us improve functionality.

Year of app data

[Language Map App](#)

[Accessible Alternative with Downloadable Data](#)

Additional LEP Maps



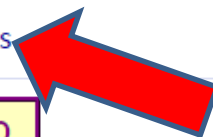
National Limited English Proficient (LEP) Population Maps

Select a dataset for the map

- ☐ County-level, number of LEP individuals
- ☐ County-level, percent of LEP individuals
- ☐ State-level, number of LEP individuals
- ☐ State-level, percentage of LEP individuals

Get Map

Get Description of Map



Mapping LEP Populations in Your Community

This tool helps users access maps of the limited English proficient (LEP) population in any given judicial district, county, or state. Maps were created using 5-year U.S. Census American Community Survey data.

State

Select a dataset for the map

- ☐ County-level, number of LEP individuals
- ☐ Federal Judicial Districts, number of LEP individuals
- ☐ Federal Judicial Districts, percentage of LEP individuals

Get Map

Get Description of Map

National Spanish Language Maps/Mapas Nacionales del idioma Español

In recognition of National Hispanic Heritage Month, two national maps are available.

En reconocimiento del mes de la herencia hispana nacional, están disponibles dos mapas nacionales.

Select a dataset for the map/Seleccione un conjunto de datos para el mapa

- ☐ State-level, number of Spanish-speaking LEP individuals
- ☐ State-level, percent of Spanish-speaking LEP individuals
- ☐ Nivel estatal, número de individuos hispanohablantes LEP (disponible solo en inglés)
- ☐ Nivel estatal, porcentaje de individuos hispanohablantes LEP (disponible solo en inglés)

Percent of Persons 5 Years and Over Who Speak a Language Other Than English at Home and Speak English Less Than "Very Well"



C A N A D A

Pacific Ocean

Atlantic Ocean

Pie Charts represent top fifteen states with the highest LEP and the LEP languages spoken. Sizes are not relative to Population.

LANGUAGE ABBREVIATIONS:
French/Port = French (includes Patois and Cajun)
Other Native NA = Other Native North American

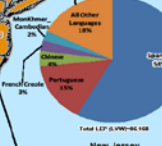
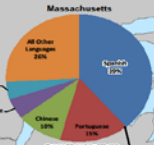
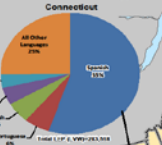
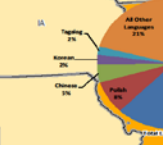
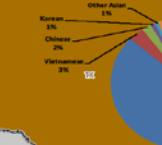
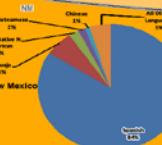
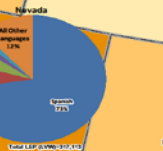
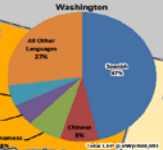
Legend

- Other Countries
- U.S. State Boundaries
- Water Bodies

Age 5+ LEP Less Than Very Well (2013)

- <1%
- >1% AND <4%
- >4% AND <7%
- >7% AND <10%
- >10% AND <14%
- >14% AND <20%
- >20%

Data Source:
2005-2013 American Community Survey (ACS) Data
The estimates from the ACS are based on a sample survey and hence are subject to a sampling error.



National Limited English Proficient (LEP) Population Maps

Select a dataset for the map

- ☐ County-level, number of LEP individuals
- ☐ County-level, percent of LEP individuals
- ☐ State-level, number of LEP individuals
- ☐ State-level, percentage of LEP individuals

Get Map

Get Description of Map

Mapping LEP Populations in Your Community

This tool helps users access maps of the limited English proficient (LEP) population in any given judicial district, county, or state. Maps were created using 5-year U.S. Census American Community Survey data.

State Alabama

Select New Mexico

☐ New York

☐ North Carolina

☐ North Dakota

☐ Ohio

Oklahoma

Oregon

Get Pennsylvania

Rhode Island

National South Carolina

South Dakota

In recent Tennessee

En recent Texas

Select Utah

Vermont

☐ Virginia

☐ Washington

☐ West Virginia

☐ Wisconsin

☐ Wyoming

Map

of LEP individuals

cts, number of LEP individuals

cts, percentage of LEP individuals

cts, percentage of LEP individuals

cts, percentage of LEP individuals

cts, percentage of LEP individuals

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cts, percentage of LEP individuals

Get Map

Get Description of Map

Consiga el mapa

Consiga la descripción del mapa

Mapas Nacionales del idioma Español

During Hispanic Heritage Month, two national maps are available.

De la herencia hispana nacional, están disponibles dos mapas nacionales.

Map/Seleccione un conjunto de datos para el mapa

Map/Seleccione un conjunto de datos para el mapa

Map/Seleccione un conjunto de datos para el mapa

Map/Seleccione un conjunto de datos para el mapa

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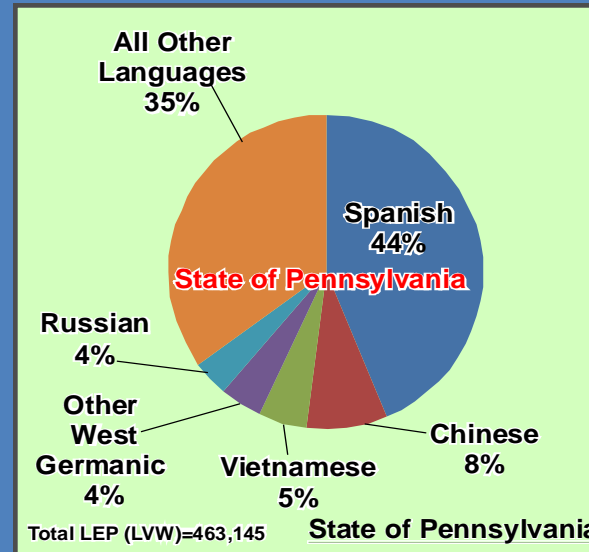
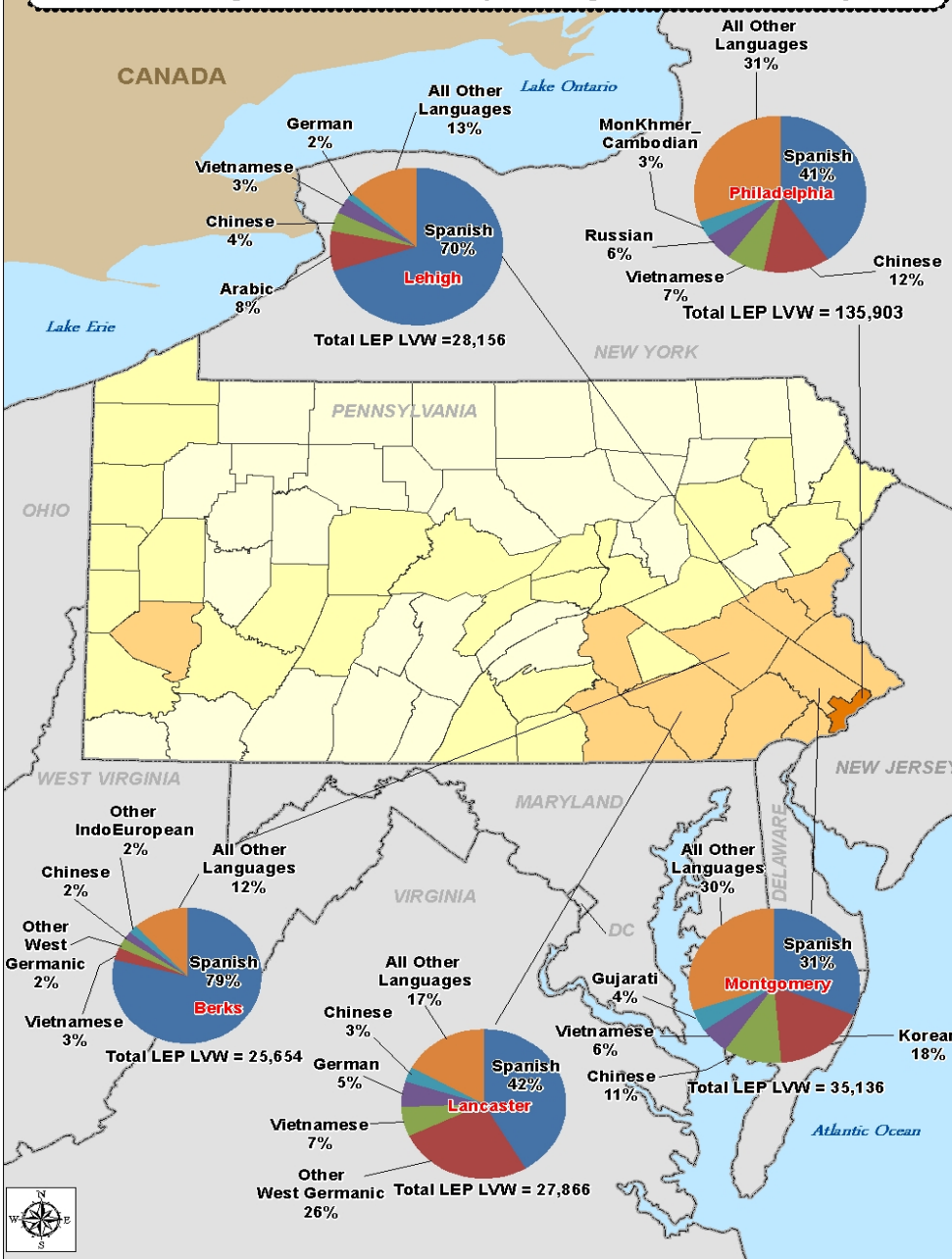
Map/Seleccione un conjunto de datos para el mapa

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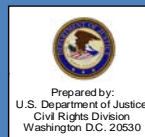
State of Pennsylvania (ACS 2012)
Total Persons 5 Years and Over Who Speak a Language
Other Than English at Home and Speak English Less than "Very Well"



Legend

- State Boundaries
 - Other Countries
 - Water
- COUNTIES - Total LEP for Less Than Very Well (ACS2012 5 YR)**
- <=1K
 - >1K AND <=10K
 - >10K AND <=50K
 - >50K AND <=100K
 - >100K AND <=250K
 - >250K AND <=750K
 - >750K
 - No LEP

*Pie Charts represent Counties with the highest percent of LEP individuals by languages spoken.



Source: U.S. Census 2008-2012 American Community Survey Data
 Table B16001
 LANGUAGE SPOKEN AT HOME
 BY ABILITY TO SPEAK ENGLISH FOR THE POPULATION 5 YEARS AND OVER.
 The estimates from the ACS are based on a sample survey and hence are
 subject to sampling error.

How many LEP individuals live in a community?

Limited English Proficiency (LEP)
A Federal Interagency Website

LEP.gov
Mission Statement

LEP Information

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Limited English Proficient (LEP) Maps

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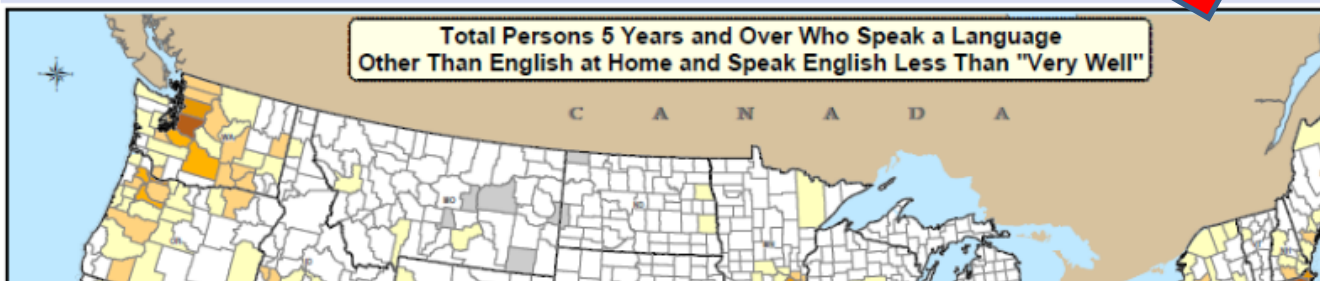
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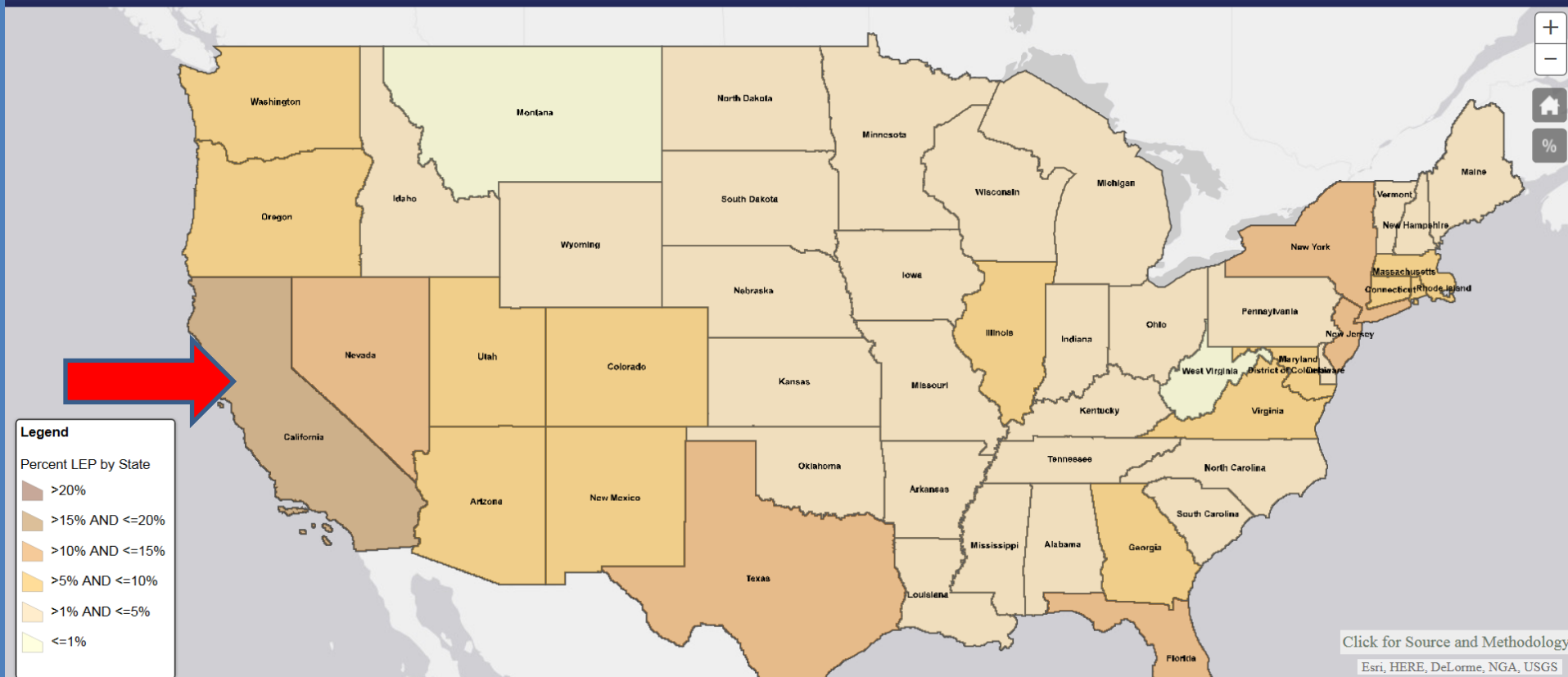
Year of app data **2013 ▼**

Language Map App

Accessible Alternative with Downloadable Data

Additional LEP Maps





Note: These maps are for informational purposes only. Although demographic language data may be useful in considering how language assistance is provided in a particular contact or setting, federal and recipient agencies are required to provide meaningful access to all LEP individuals in delivering services. Federal agencies are required to comply with [Executive Order 13166](#). Recipients of federal financial assistance must comply with [Title VI of the Civil Rights Act of 1964](#) and its implementing regulations and should consult the guidance issued by their funding agencies. For further information, please see LEP.gov or contact LEP@usdoj.gov.



Step 1: Select a State to Display:

California

Switch to Data Only Mode

Switch to Greyscale Map

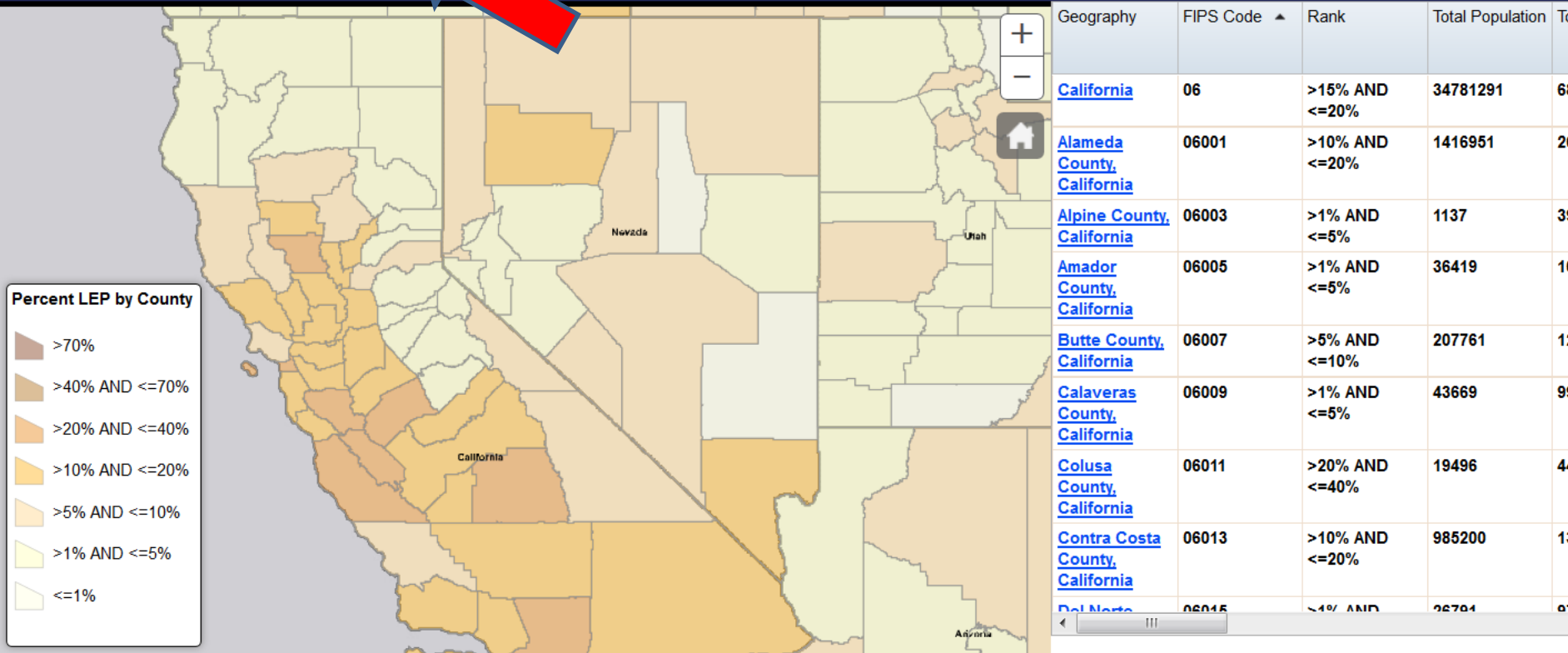
Switch to Raw Number Display

Download State Level Data

Optional Step 2: Select a County to Display:

Select a County Name

Populate Grid Data



Note: These maps are for informational purposes only. Although demographic language data may be useful in considering how language assistance is provided in a particular contact or setting, federal agencies are not required to provide language assistance to all LEP individuals in delivering services. Federal agencies are required to comply with [Executive Order 13166](#). Recipients of federal financial assistance must comply with [Title VI of the Civil Rights Act of 1964](#). For further information, please see [LEP.gov](#) or contact LEP@usdoj.gov.

2013 Language Map App

Federal Coordination and

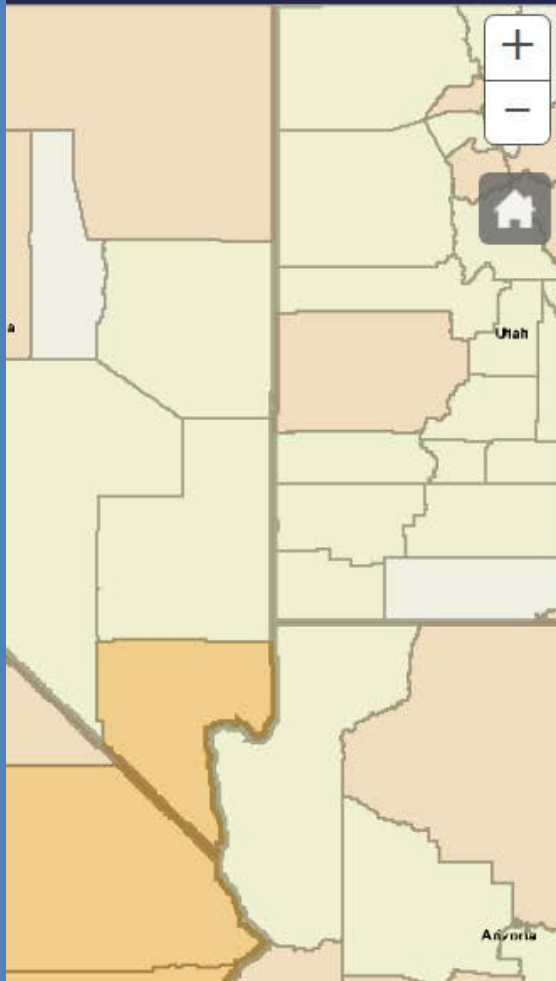
Switch to Data Only Mode

Switch to Greyscale Map

Switch to Raw Number Display

Download State Level Data

Download County Level Data



African languages	Arabic	Armenian	Chinese	French (incl. Patois, Cajun)	French Creole	German
20590		93415	593816	18836	1300	14235
2531	2134	195	69344	1007	80	502
0	0	0	1	0	0	0
0	0	26	36	0	0	0
2	125	82	613	102	0	182
0	112	4	7	17	0	66
0	0	0	0	0	0	0
1072	1543	174	15917	386	50	530
0	0	0	12	0	0	1
0	12	5	309	127	0	140

Contact Information

Laureen Laglagaron

U.S. Department of Justice

Civil Rights Division

Federal Coordination and Compliance Section

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950 Pennsylvania Avenue NW (NWB)

Washington, DC 20530-0001

Phone: (202) 305-1981

Fax: (202) 307-0595



Questions



Thank you very much!

Request additional information or pose questions to the following:

crlc@dot.gov

