



City of Dallas

Language Access Efforts in City of Dallas

Workforce, Education & Equity Committee
April 10, 2023

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Presentation Overview



- Language Access Timeline
- Background and Demographics
- Language Skill Assignment Pay
- Interpretation and Translation Services
- Trainings & REP Investment: Community Ambassador
- Next Steps



Language Access Timeline



Welcoming Communities and Immigrant Affairs established

Welcoming Taskforce was created and co-develop the Welcoming Dallas Strategic Plan

Racial Equity Plan is adopted and centers the expansion of language access across all city departments

Language Access Coordinator is hired with Office of Equity and Inclusion

Dallas becomes the first Certified Welcoming City in Texas

1987

2017

2018

2019

2020

2022

Language Skill Assignment Pay program is established

The Welcoming Dallas Strategic Plan is unanimously adopted by Dallas City Council

Communication, Outreach, and Marketing established the first Language Access Center for Success to standardize language translation of documents



Racial Equity Plan Alignment



Department Progress Measures **Office of Equity and Inclusion.4**

By December 2023, **all City departments will adopt language access protocols** to ensure a process for residents to effectively communicate with city staff and receive information in their preferred language [All Depts].



Big Audacious Goal **Environmental Justice 2.10**

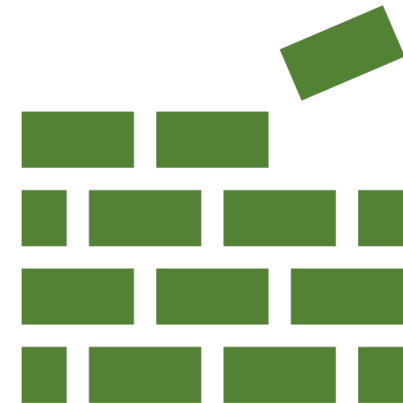
Provide better community understanding and engagement through **improved language access** and increased engagement with historically disadvantaged communities during City decision making processes.



Ongoing Efforts



- **Multi-department efforts** and needs are unique
- **More education** on Language Access is needed
- **Role and expectations** of employees who have Language Skill Assignment Pay
- **Centralized** budget/invoicing system
- **Decentralized** coordination system





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Background and Demographics



What is Language Access?



Language access - means providing Limited English Proficient (LEP) people with reasonable access to the same services as English-speaking individuals.



History of Language Access



Title VI of the Civil Rights Act of (1964)

Prohibits discrimination based on race, color, or national origin from any program receiving federal funds



Lau v. Nichols No. 72-6520 Supreme Court of the United States 414 U.S 56 (1974)

“National origin” covers limited English proficiency



Executive Order 13166 (2000)

Improving Access to Services for Persons with Limited English Proficiency



Executive Order 13985 (2021)

Advancing Racial Equity and Support for Underserved Communities Through the Federal Government



City of Dallas Language Diversity



- 1 in 4 Dallas residents are born outside the U.S.
- 42% of Dallas residents speak a language other than English at home
 - 36% speak Spanish
 - Over 90 languages spoken in the City

Top Languages other than English in City of Dallas

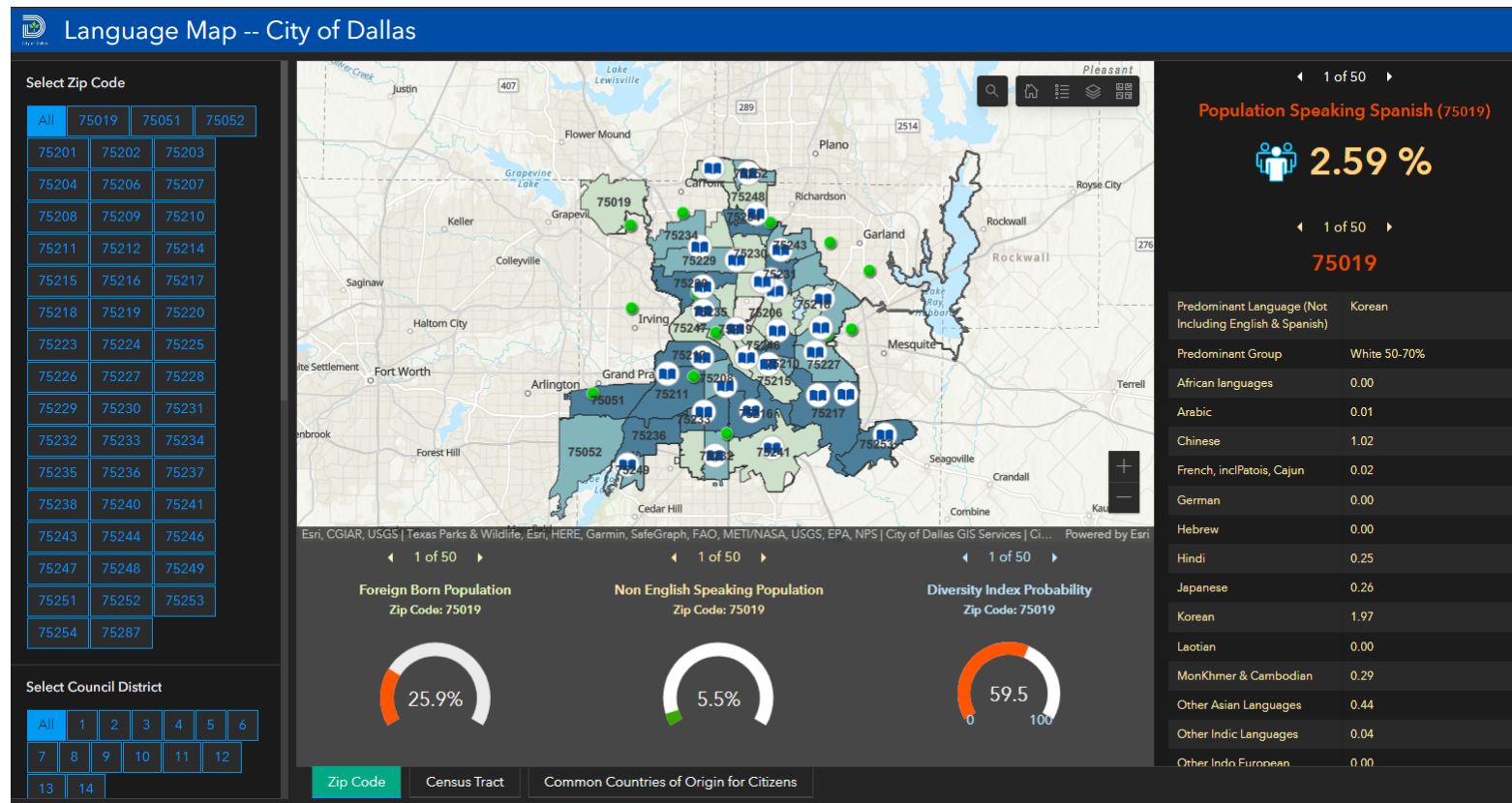
Spanish
Vietnamese
Chinese (simplified)
Korean
Amharic
French
Arabic
Swahili
Burmese
Hindi



Language Map



An interactive tool that helps users identify the languages spoken by people in the area.



[Language Map – City of Dallas Link](#)





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Language Skill Assignment Pay (LSAP)

Human Resources



AD 3-37 Language Skills Assignment Pay



The City provides an additional monthly payment to employees who speak another language, that meet certain criteria

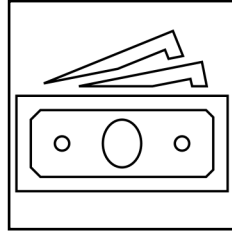
Employees provide COD residents needed oral speaking and listening services in another language

Supports the City of Dallas's Racial Equity Plan goal of being a welcoming city to residents and employees of all languages, races, and ethnicities.

Enables the City of Dallas to be at the forefront of recognizing the value of employee language skills in conducting business and providing services along the continuum of language access services.

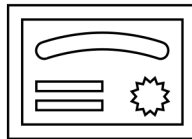


AD 3-37 Language Skills Assignment Pay



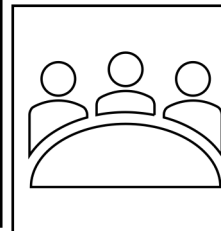
Compensates employees who meet the requirements for LSAP

Ensures that employees are in specified positions with a documented business need for oral and listening skills for identified languages



Certifies employees meet the qualifications for LSAP

Recognizes that official interpretation and translation are coordinated through Communication, Outreach and Marketing (COM) and Office of Equity and Inclusion (OEI)



Language Skills Assignment Pay



Language Skills Assignment Pay is **language**, **position** and **person** dependent:

- The **language** is classified as an “identified language” to support people with Limited English Proficiency (LEP) as approved by department directors
- The **position** documents the need for services to support people with LEP
- A **person** in a position eligible for LSAP must be certified for oral language proficiency prior to receiving the pay and receive periodic recertification



LSAP Implementation Plan



Verification

- Verify the department continues to need each language
- Verify that all employees currently receiving LSAP meet the department criteria by position
- Verify that the employee uses the language

Education

- Complete the training for use of LSAP and receive the certification form
- Certify all employees as appropriate to certify eligibility for language pay

Registration

- Enter the training completion and certification information into Workday
- Enter certification renewal date (two or five years depending on proficiency level)

Continuation

- Provide annual review of use of LSAP through the performance evaluation process
- Recertify through HR recertification process before certification expires
- If changing job, hiring manager must agree to the LSAP and confirm the department criteria





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Interpretation and Translation Services

Communication, Outreach, and Marketing



Interpretation vs Translation



Translation is **written**



Interpretation is **oral** or **visual** through American Sign Language



Oral Interpretation



The City of Dallas offers interpretation services for virtual and in-person events that OEI-WCIA coordinates.



- City Council Meetings
 - bit.ly/cityofdallastv
 - Channel 95
- Budget Town Halls
- Conferences and Symposiums
- City of Dallas Training
- Webinars
- Community Listening Sessions



Written Translation

COM's Language Access Center of Excellence, created in 2020 (FY21) works to engage the public in **English and Spanish**, at minimum.

In the past year, we:

- Have supported all City departments.
- Provided translations in 22 languages.
- Increased service activity by 1,675% from FY21 to FY22.

	2021	2022
Words	36,738	652,413
Languages	11	22



Written Translation



The number of languages COM has facilitated requests for doubled from FY21 to FY22.

Language Access Center translations provided in 2022

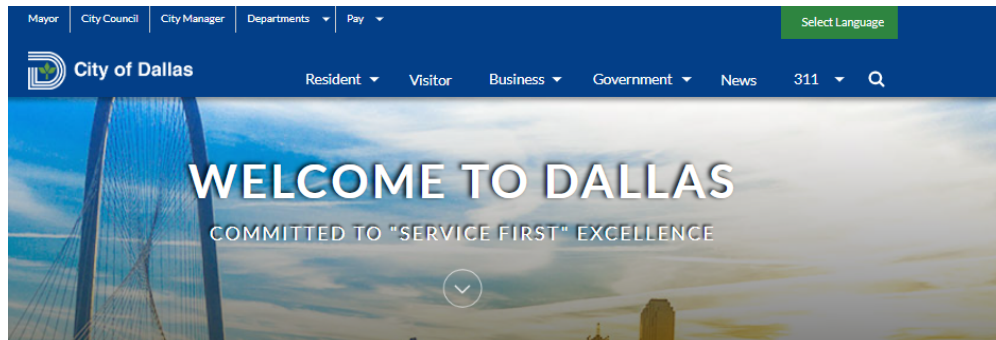
Spanish	Vietnamese	Chinese	Korean	French
Yoruba	Swahili	Hindi	Burmese	S'gaw Karen
Russian	Amharic	Arabic	Pashto	Dari
Tagalog	Somali	Ukrainian	Rohingya	French (France)
Spanish (Mexico)	Persian			



Written Translation



- Key public outreach campaigns in FY22/23:
 - Racial Equity Plan (five languages)
 - Affordable Connectivity Plan Guide
 - Give Responsibly
 - Summer of Safety
 - Opioid Response Campaign
 - Budget Book and Process
 - CECAP





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Trainings & Community Engagement





First Language Access Training – Code Compliance Officers

1. Interactive Language Access Training (piloted)
 - Code Compliance
 - HR Supervisor Training
 - Boards and Commissions
2. Pre-recorded Training in the Works
 - Available to all staff



Goal: To Increase Engagement, Access and Trust

- Receive feedback from immigrant communities directly on how to improve communications and outreach while also providing information on city services.
- Strengthen civic engagement
- Community input will inform language access protocols.



OEI-WCIA Outreach with DPD Unidos in Northwest Dallas





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Next Steps



Next Steps



- Assess and develop formalized language access protocols with City Departments
- Educate and train City of Dallas Employees on available language resources
- Launch Community Ambassador program to garner community feedback that informs the City's language access efforts
- Update the language access protocols as part of the Welcoming Strategy 2.0
- Continue education, evaluation, and recertification of City of Dallas employees receiving LSAP





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Language Access Specific Department Progress Measures

Department Name	Progress Measure
311 CUSTOMER SERVICE CENTER	Eliminate the wait time gap between English and Spanish speaking residents calling 311 by 3:00 minutes by the end of 2024.
311 CUSTOMER SERVICE CENTER	Increase the percent of bilingual Supervisors in the 311 Department from 0% to 30% by December 2024.
311 CUSTOMER SERVICE CENTER	Increase the percent of bilingual Customer Service Agents from 9% to 30% by December 2026.
311 CUSTOMER SERVICE CENTER	Increase the number of self-service transactions able to be completed in Spanish on the external facing web portal from 0 to 20 by December 2022 and establish the foundation for multi-language support to add additional self-service transactions in Spanish and other languages by December 2026
COMMUNICATIONS, OUTREACH, & MARKETING SERVICES	Increase views of City department-created original content in Spanish by 5-10% yearly by 2025.
COMMUNICATIONS, OUTREACH, & MARKETING SERVICES	Increase investment in advertising in Spanish and Asian language and Black media outlets as percentage of all departmental advertising Citywide by 2025.
COMMUNICATIONS, OUTREACH, & MARKETING SERVICES	Increase subscribers to Spanish text and social channels by 5-10% yearly by 2025
INFORMATION & TECHNOLOGY SERVICES	Redesign the City's website by December 2023 to include enhancements to the style guide for more user friendly designs and site-wide accessibility and language access improvements to ensure equitable access to resources and information. A comprehensive website audit is underway to analyze content, components, and features.
OFFICE OF COMMUNITY CARE	Vital Statistics will maintain a staffing ratio of at least 50% of full-time staff being bilingual (English plus another language) to ensure service accessibility by September 2023.
OFFICE OF EMERGENCY MANAGEMENT	Translate 100% of our digital emergency preparedness outreach materials into the five most commonly spoken languages in the City of Dallas by December 2023.
OFFICE OF ENVIRONMENTAL QUALITY & SUSTAINABILITY	Increase the number of environmental outreach materials translated into [Asian-Pacific languages] from 1 annually to 8 annually (2 per quarter) by June 2027.
OFFICE OF EQUITY & INCLUSION	By December 2023, all City of Dallas departments will adopt language access protocols to ensure a process for residents to effectively communicate with city staff and receive information in their preferred language
DATA ANALYTICS & BUSINESS INTELLIGENCE	Maintain Spanish translation on 95% of all our public facing products
OFFICE OF HISTORIC PRESERVATION	Increase number of historical preservation pieces of collateral, outreach events, education and awareness presentations/publications, in historically disadvantaged communities provided in English and Spanish from 0 to 3 by May 2025.
OFFICE OF RISK MANAGEMENT	Increase the number of trainings offered in Spanish from 14 to 18 by December 2022 and from 18 to 36 by December 2023 (If new position is approved).