"Whatever is worth doing at all is worth doing well."

~Philip Dormer Stanhope,
4th Earl of Chesterfield,
March 10, 1746

OUTREACH

Languages in Mar Vista

A Need for Translations?

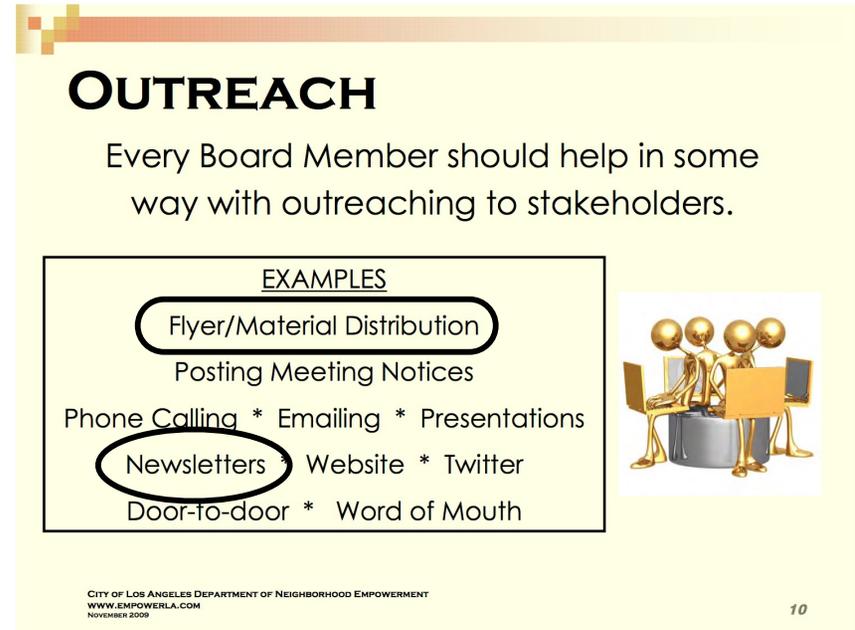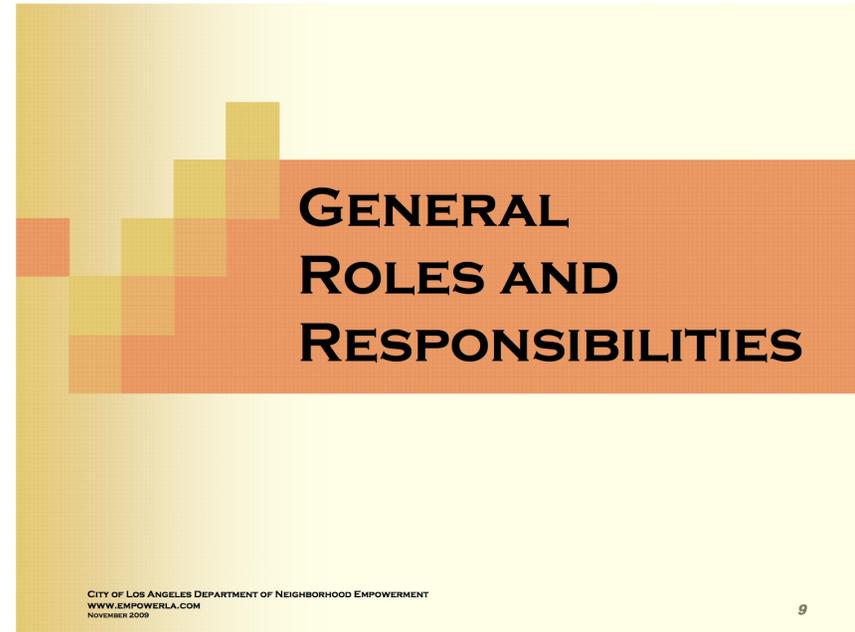*Kathryn Wheeler, Outreach Committee Chair*

February 11, 2020

MVCC Role: Outreach

✣ **Closest form** of government to the people.*

✣ **Advocate for Mar Vista** on important issues (e.g., development, homelessness, emergency preparedness).*

✣ Established in 2002 to **ensure City remains responsive to the different needs and lifestyles of Mar Vista***

✣ **Only ADA-complaint venues**

✣ **Accommodate** stakeholders who *need* **translation services for languages commonly spoken within its boundaries**.**

*https://empowerla.org/councils/
**https://empowerla.org/americans-with-disabilities-act-ada/

GENERAL ROLES AND RESPONSIBILITIES

City of Los Angeles Department of Neighborhood Empowerment
WWW.EMPOWERLA.COM
November 2009

9

OUTREACH

Every Board Member should help in some way with outreaching to stakeholders.

EXAMPLES
Flyer/Material Distribution
Posting Meeting Notices
Phone Calling * Emailing * Presentations
Newsletters * Website * Twitter
Door-to-door * Word of Mouth

City of Los Angeles Department of Neighborhood Empowerment
WWW.EMPOWERLA.COM
November 2009

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https://www.arletanc.org/wp-content/uploads/2013/09/Roles-and-Responsibilities-of-NC-Board-Members.pdf

Print vs. Email/Social Media

Newsletter reaches > 97+%

+ placed at library, recreation center, businesses, and other locations

Email/Social Media reaches < 5%

Spanish uses ~30% more words

By the phenomenon of language information density, translation causes either an expansion or contraction in length.

The 8-page newsletter would become a 12-page newsletter, raising the printing costs by ~30%.

http://content.time.com/time/health/article/0,8599,2091477,00.html
https://www.transfluent.com/en/2015/07/why-spanish-uses-more-words-than-english-an-analysis-of-expansion-and-contraction/

PAPER HAS A FINITE SPACE

**EXAMPLE OF SPACE
ALLOTTED FOR TEXT**

Finite Space
(e.g., newsletter, flyer)

PAPER HAS A FINITE SPACE

**EXAMPLE OF SPACE
ALLOTTED FOR TEXT**

TRANSLATED INTO SPANISH

Happy New Year to all! As we ring in the new year, I'd like to invite all stakeholders to become involved with the Mar Vista Community Council. The council has several committees that deal with issues such as planning and land use, homelessness, emergency preparation, and much more. Whatever your interests, there's a place for you. Best of all, meetings are free and open to the public; all stakeholders are welcome and encouraged to participate. So, in the new year, resolve to make your community a better place. Feel free to reach out to me or to any board member for more information.

**English (above)
Spanish Translation (below)**

¡Feliz Año Nuevo para todos! Al comenzar el nuevo año, me gustaría invitar a todos los interesados a participar en el Consejo Comunitario de Mar Vista. El consejo tiene varios comités que se ocupan de cuestiones como la planificación y el uso del suelo, la falta de vivienda, la preparación para emergencias y mucho más. Sean cuales sean sus intereses, hay un lugar para usted. Lo mejor de todo es que las reuniones son gratuitas y abiertas al público; Todos los interesados son bienvenidos y animados a participar. Entonces, en el nuevo año, decida hacer de su comunidad un lugar mejor. No dude en comunicarse conmigo o con cualquier miembro de la junta para obtener más información.

Happy New Year to all! As we ring in the new year, I'd like to invite all stakeholders to become involved with the Mar Vista Community Council. The council has several committees that deal with issues such as planning and land use, homelessness, emergency preparation, and much more. Whatever your interests, there's a place for you. Best of all, meetings are free and open to the public; all stakeholders are welcome and encouraged to participate. So, in the new year, resolve to make your community a better place. Feel free to reach out to me or to any board member for more information.

**English (above) fits
Spanish Translation (below) does not fit**

¡Feliz Año Nuevo para todos! Al comenzar el nuevo año, me gustaría invitar a todos los interesados a participar en el Consejo Comunitario de Mar Vista. El consejo tiene varios comités que se ocupan de cuestiones como la planificación y el uso del suelo, la falta de vivienda, la preparación para emergencias y mucho más. Sean cuales sean sus intereses, hay un lugar para usted. Lo mejor de todo es que las reuniones son gratuitas y abiertas al público; Todos los interesados son bienvenidos y animados a participar. Entonces, en el nuevo año, decida hacer de su comunidad un lugar mejor. No **dude en comunicarse conmigo o con cualquier miembro de la junta para obtener más información.**

Translation Troubles in Printing

Newsletter Cost

–English Version–

✤ Printed 8-page of 25k

✤ Distributed 25k

  ◆ Total **$ 5,998 - $6,555**

–Spanish Version–

✤ Translation $0 (have volunteers)

✤ Graphic Designer **$?** (volunteers?)

✤ Printed **12-page** of 25k

✤ Distributed 25k

  ◆ Total **$ 7,108 - $ 7,833 + $?**

Proposal To: Mar Vista Community Council
PO Box 66871
Los Angeles, CA 90066   Tel:

16976

                                                         Fax:

Attn: Kathryn
This is our proposal to provide the following, subject to the specifications listed below.
Project: MAR VISTA COMMUNITY NEWS - NEWSLETTER / 8 PAGE SELF MAILER

Final Size: 8.5 X 11

Paper: COATED / 70# AVALON DULL BOOK - ELEMENTAL CHLORINE FREE/FSC CERTIFIED
              COATED / 80# AVALON DULL BOOK - ELEMENTAL CHLORINE FREE/FSC CERTIFIED
              COATED / 100# AVALON DULL BOOK - ELEMENTAL CHLORINE FREE/FSC CERTIFIED

Presswork: 4/4 CMYK

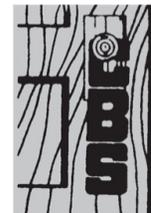Finishing: TRIM, FOLD, SADDLE STITCH 11" SIDE, CARTON CONVENIENT

Art: File Furnished

Proofs: Iris position proof

Quantity   8 PAGE SELF   25,000   26,000
Price: 70# FULL COLOR $3381.00 $3572.00
Taxable   80# FULL COLOR $3544.00 $3744.00
              100# FULL COLOR $3890.00 $4106.00

              KATHRYN - WILL PROOF / ALTERATIONS ARE ADDITIONAL / SALES TAX NOT INCLUDED
              DISTRIBUTOR WILL PICK UP FROM MGC
Terms:

CBS ADVERTISING DISTRIBUTORS, LLC
P.O. Box 6511
Beverly Hills, CA 90212-6511
Tel. (310) 390-5744
Fax (310) 390-5414

Mar Vista Neighborhood Council
P.O. Box 66871
Los Angeles, CA 90066

Attn: Holly Tilson

INVOICE NO.   95164
DATE   5/23/19
ACCOUNT NO.
YOUR P.O. NUMBER
TERMS   7 Days
DEPOSIT
FOB
SALESMAN   Simon

QTY	UNIT	DESCRIPTION	UNIT PRICE	AMOUNT
		DISTRIBUTION / DATE		
	25.5	Flyers distributed in Mar Vista	$90.00	$2,295.00
		Dates: May 24 and 25, 2019		

Wasteful for Double Printing

Use Targeted Printing & Distribution

Supply translation only to those who need it.

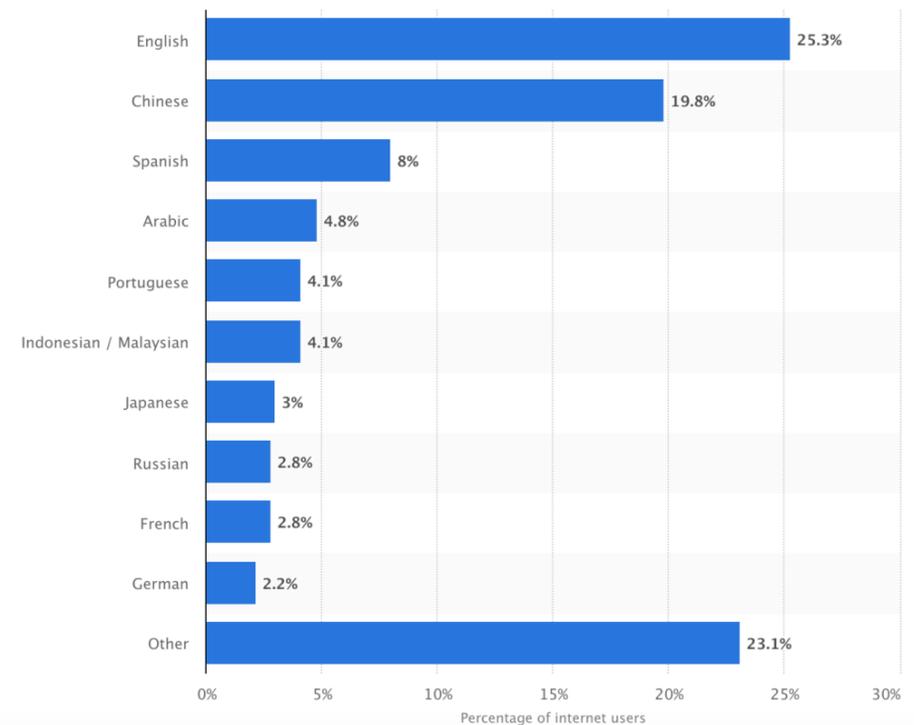# How to determine need?

Linguistic Isolation vs. Ethnicity

✤ *Linguistic Isolation creates translation need*

✤ *Ethnicity does not inherently create need*

How do we reach them?

By distributing MarVista.org newsletters to all of Mar Vista.

MarVista.org f 𝕏 📷 @MarVistaCC

Languages Used On the Internet

- ✤ The World Wide Web is a universal language

- ✤ Everyone in the world understands what <u>MarVista.org</u> means and knows how to reach it.

Language	Percentage
English	25.3%
Chinese	19.8%
Spanish	8%
Arabic	4.8%
Portuguese	4.1%
Indonesian / Malaysian	4.1%
Japanese	3%
Russian	2.8%
French	2.8%
German	2.2%
Other	23.1%

Percentage of internet users

Technology Fact Sheet

United States™ Census Bureau

Pew Research Center™

* Los Angeles County (2018)
    * \> 90% own computer
    * \> 82% have internet

All devices capable of translation tools.

* US population
    * 96% own a cell phone
    * 81% are smartphones
* Demographics
    * Urban: 97% | 83%
    * Hispanic: 96% | 79%
    * Black: 98% | 80%
    * White: 96% | 82%

https://www.census.gov/quickfacts/fact/table/losangelescountycalifornia,CA/PST045218

https://www.pewresearch.org/internet/fact-sheet/mobile/

Non-English speakers know something English speakers don't

Technology lets you read any language in your native tongue

✤ Digital Publication with Translation Tools
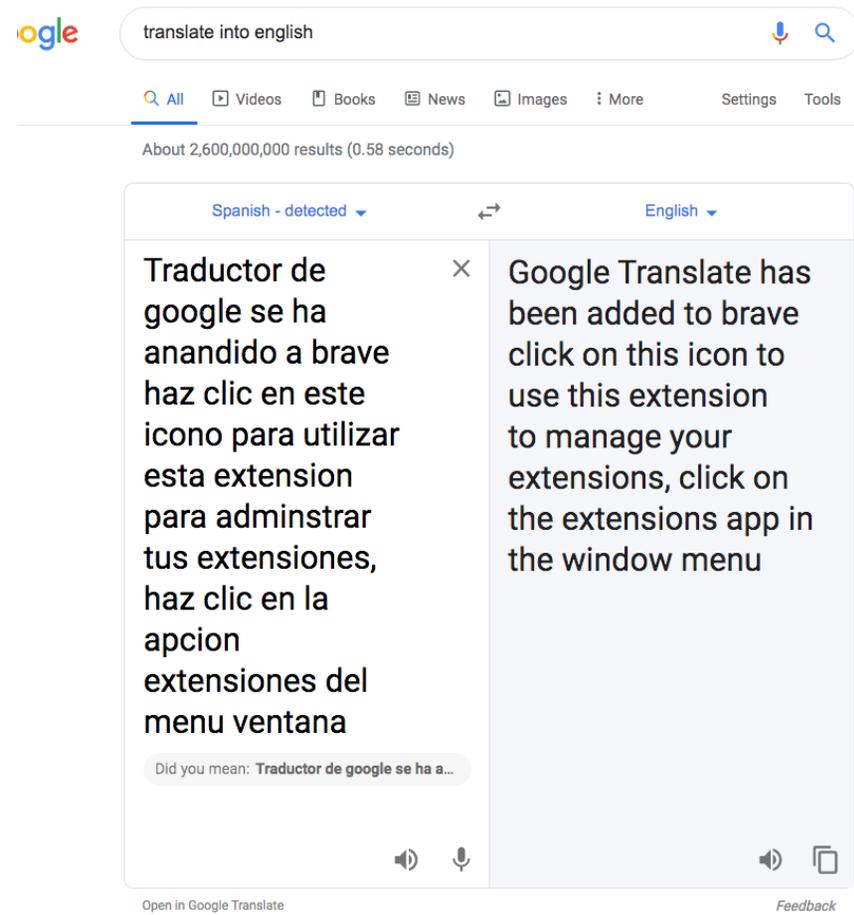
Web Content Accessibility 2.0

✤ Most popular standards for web accessibility.

✤ **Includes several criteria pertaining to language and multilingualism.**

  ✤ Every page (as well as different passages and phrases) can be "programmatically determined" by software.

  ✤ Users must have a way to identify potentially unfamiliar words, such as idiom, jargon, and abbreviations.

  ✤ Any text that is more complex than a secondary education level comes with supplementary content that people at this reading level can understand, such as a simpler text summary with illustrations.

  ✤ When a word's pronunciation is ambiguous in context (such as the present and past tenses of the verb *read*), the website explicitly identifies the word's correct pronunciation.

https://www.boia.org/blog/why-language-is-important-for-web-accessibility

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LOGIN

Mar Vista Community Council | Accessibility

Accessibility

Mar Vista Community Council is dedicated to enhancing accessibility, diversity and inclusion. We believe all of our guests should be able to easily shop online, use our smartphone apps, and access all of our other web sites and digital offerings.

We continue to improve accessibility to our online services and strive to create an accessible and barrier-free environment.

marvista.org and Mobile App Accessibility

We make every effort necessary to meet online usability and design requirements recommended by the World Wide Web Consortium (W3C) in its Web Content Accessibility Guidelines 2.0, as well as requirements under the Twenty-First Century Communications and Video Accessibility Act of 2010.

We use design standards that help customers identify, interpret, understand and interact with information presented on our web sites and mobile apps.

Software Recommendations and Settings

We follow W3C's globally recognized standards to provide content that is compatible with computer-based assistive technologies and browsers. We recommend using the most current versions of (or the version released just prior to) the manufacturer's assistive technology applications, along with a current version of the browsers listed below. We also recommend trying different types of browsers with assistive technology applications to determine which combination works best for you.

Additionally, we support screen magnification technologies and accessibility features "like zoom, color and other image controls" that major browsers provide.

We don't provide assistive technology applications or browsers. Please visit the individual manufacturer's site for information about how to obtain them. You may also have access to assistance from local and state agencies or non-profit groups in your area.

Contact Us with Your Accessibility Feedback

If you would like to give us feedback about accessibility at Mar Vista Community Council, please contact us through here.

JOIN OUR MAILING LIST

NEIGHBORHOOD COUNCIL CALENDAR

AREA BOUNDARIES AND MAP

TALK TO US

Let us know about issues in our community

EMPOWER LA
Department of
NEIGHBORHOOD EMPOWERMENT

Alert
LA County *Alert LA Cou*

Alert.lacounty.gov

Register your cell phone number, Voice over IP phone number, and e-mail address with the Alert LA County Emergency Mass Notification System.

Join Our Mailing List

Web Design by The Web Corner

MarVista.org conforms to Web Content Accessibility 2.0

Translation ability is built into the code of the MVCC website.
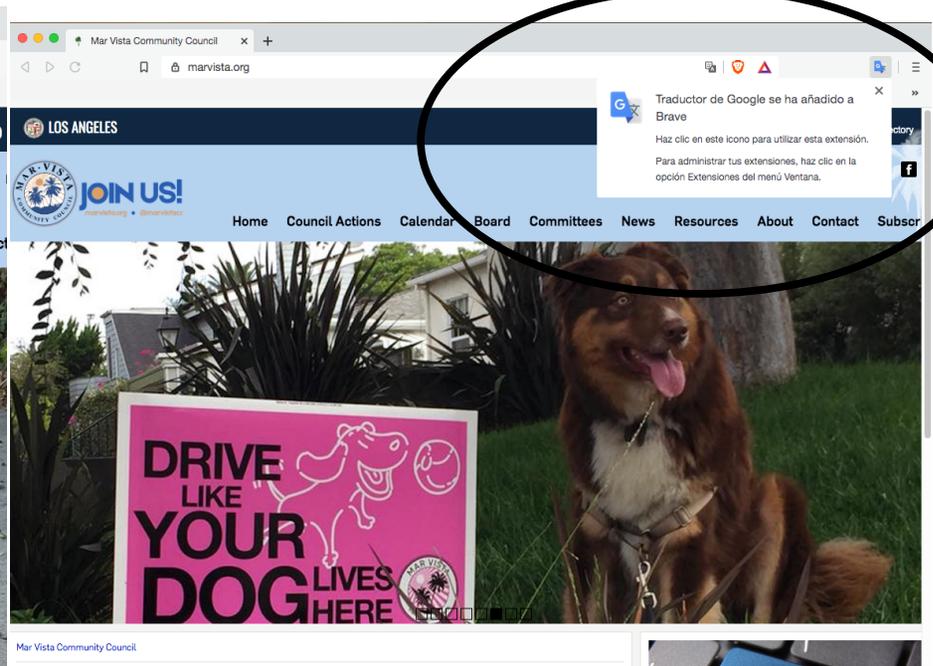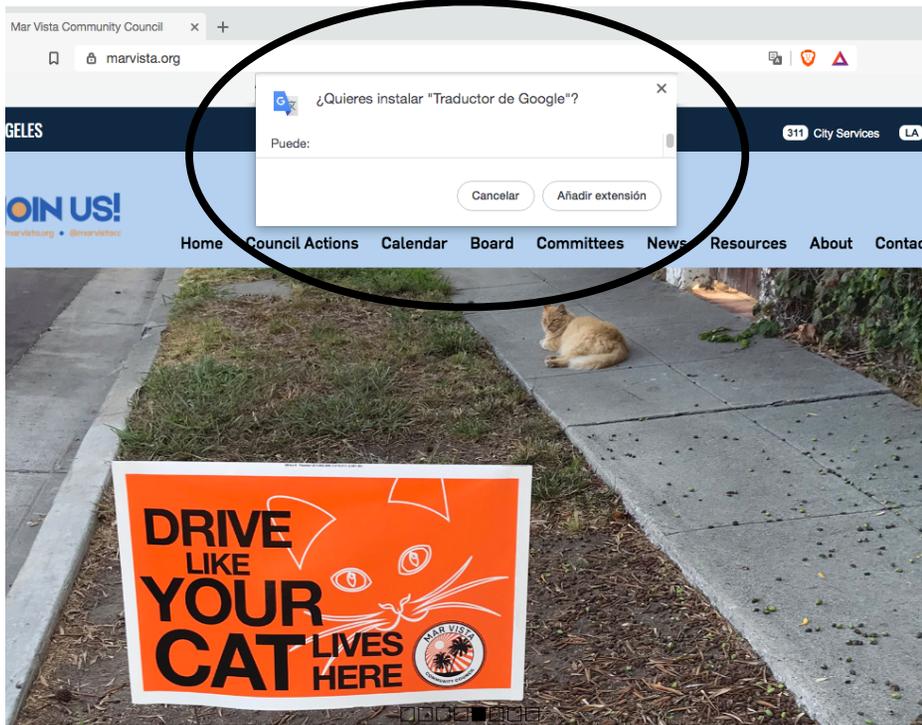
Every word coded as "text" can be translated.

Even words within images can be translated.

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Auto-install

When anyone visits
MarVista.org using a
device configured for a
language other than
English, MarVista.org
will automatically
provide a prompt asking
if they want a translation.

Install Complete

✤ Once installed, click button to translate any highlighted written material.

✤ Functions on all devices, operating systems, and web browsers.

Multiple Languages

✤ Supports more than 100 languages

✤ 37 languages via photo

✤ 32 languages via voice in 'conversation mode', and 27 via live video imagery in 'augmented reality mode.'

✤ Covers 99% of Internet Users.

✤ https://www.theverge.com/2015/7/29/9061135/google-translate-update-new-languages-word-lens

✤ https://venturebeat.com/2016/02/17/google-translate-now-supports-103-languages-covering-99-of-internet-users/
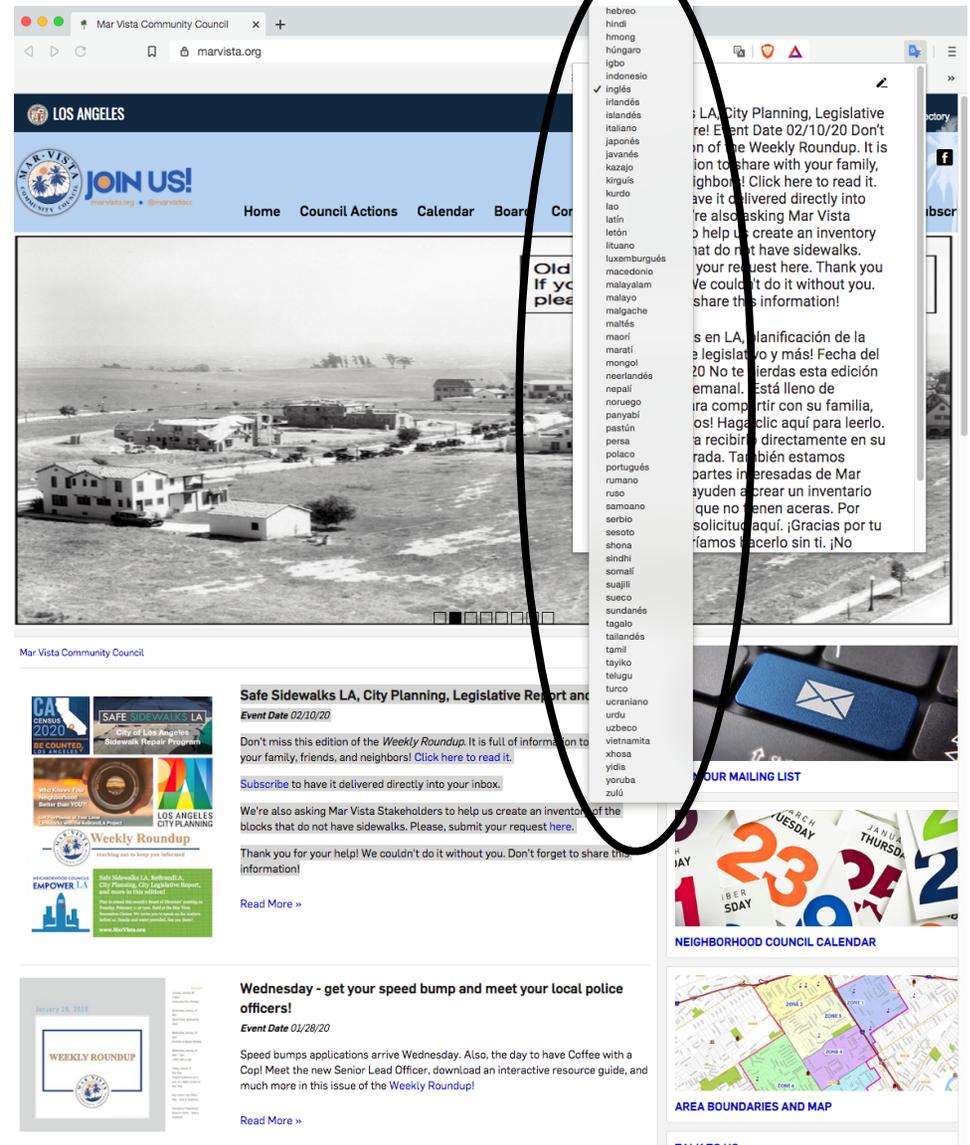
Calendar | Mar Vista Community

marvista.org/calendar.php

inglés

> Airports Subcommittee (under T/I) Meeting (Mar Vista Community Council) Feb 01, 2020 6:00 PM Location: St. Andrews Church, Library Meeting Room 11555 National Boulevard | Mar Vista, CA 90064 View > Airports Subcommittee Page

ESPAÑOL

> Reunión del Subcomité de Aeropuertos (bajo T / I) (Consejo de la comunidad de Mar Vista) 01 de febrero de 2020 6:00 p.m. Ubicación: Iglesia de St. Andrews, sala de reuniones de la biblioteca 11555 bulevar nacional | Mar Vista, CA 90064 Ver> Página del Subcomité de Aeropuertos

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LOS ANGELES

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Mar Vista Community Council | Calendar

February, 2020

« Previous | Next »

Sun	Mon	Tue	Wed			Sat
26	27	28	29			01

> Airports Subcommittee (under T/I) Meeting
(Mar Vista Community Council)

Feb 01, 2020 6:00 PM

Location:
St. Andrews Church, Library Meeting Room
11555 National Boulevard | Mar Vista, CA 90064

View > Airports Subcommittee Page

Meeting Agenda
Feb 01, 2020

						08
16	17 7:00pm > Emergency Preparedness Subcommittee Meeting	18	19 8:30pm > Homeless Issues Subcommittee Meeting	20 6:30pm Outreach Committee Meeting	21	22
23	24	25 7:30pm > Community Plan Subcommittee Meeting	26 8:00pm Elections & Bylaws Committee Meeting	27	28	29

Safe Sidewalks LA, City Planning   **Weekly Roundup - MVCC**

mailchi.mp/marvista/safe-sidewalks-rebrandla-city-planning-legislative-report

inglés

Public Review & Comment Period Ends Monday, February 24, 2020 The Draft Environmnet Impact Report (Draft EIR) for the Sidewalk Repair Program is now available for public review and comment. Hard Copies of the Draft EIR and technical studies are available for review at these locations. The electronic copies are available to download here. Read More or Comment

ESPAÑOL

Revisión pública y período de comentarios finaliza Lunes 24 de febrero de 2020 El Borrador del Informe de Impacto del Medio Ambiente (Borrador EIR) para el Programa de Reparación de Acera ahora está disponible para revisión y comentario público. Copias impresas del Borrador EIR y estudios técnicos están disponibles para su revisión en estos lugares. Las copias electrónicas están disponibles para descargar aquí. Leer más o comentar

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MAR VISTA COMMUNITY COUNCIL

Weekly Rou
reaching out to keep yo

BOARD   AGENDAS/MINUTES   COMMITTEES   ABOUT

SAFE SIDEWALK
City of Los Angeles
Sidewalk Repair Program

Public Review & Comment Period Ends

Monday, February 24, 2020

The Draft Environmnet Impact Report (Draft EIR) for the Sidewalk Repair Program is now available for public review and comment. Hard Copies of the Draft EIR and technical studies are available for review at **these** locations. The electronic copies are available to download **here.**

Read More or Comment

This Week's Meetings

Tuesday   **EDUCATION, ARTS & CULTURE**

4   Providing funds, through a Neighborhood Purpose Grant (NPG), will be discussed this month. This NPG would be used to support the upcoming Spring Egg Hunt given by the Mar Vista Recreation Center. What do you think? Attend to voice your opinion.

View Agenda

What if no devices?

Mar Vista Library to the Rescue

LA COUNTY LIBRARY

General Computer Access

Public computers and internet access are available to customers in good standing. To use a computer or access Wi-Fi, customers need a library card and PIN. If you do not have a PIN or have forgotten it, you can request a PIN online or by calling a LA County Library. Customers who are ineligible for a library card can request a card for computer use only. Computer time is limited to 2 hours per day. Printing is free up to the first 10 pages (per day); each additional page is 15¢. Computers are unavailable 15 minutes before the library closes.

Computers are assigned on a first-available basis. Where reservations are available, a computer reservation can be made once per day by calling a LA County Library location or on the library computer during your session. Reservations cannot be made through our website. Reservations can be made for the same day or up to 3 days in advance. Reservations are automatically cancelled if you are more than ten minutes late logging on. For more information, please review our **Acceptable Use Policy** for Public Access Computers.

REQUEST A PIN

- ✤ Reserve a Computer

  - ✤ No need for a library card, they have cards for computer use only

- ✤ Free Public Wi-fi

- ✤ Wireless & Mobile Printing

- ✤ "English Conversation Class" Mondays from 1:30 - 3:30pm

COMPUTER USE, LAPTOP CHECKOUT & WI-FI ACCESS

For LA County Library's complete computer use policy, please see:

- ACCEPTABLE USE POLICY FOR PUBLIC ACCESS COMPUTERS (PDF)
- ACCEPTABLE USE POLICY FOR WI-FI (PDF)
- INTERNET ACCESS PERMISSION FOR CHILDREN (PDF)
- GUIDELINES FOR CHILD SAFETY ON THE INTERNET
- NORMATIVA DE USO ACEPTABLE (PDF)
- NORMATIVA DE USO ACEPTABLE PARA WI-FI (PDF)
- LOS PRIVILEGIOS DE ACCESO DE INTERNET PARA SU HIJO (PDF)
- NORMAS DE SEGURIDAD INFANTIL EN INTERNET (PDF)

https://lacountylibrary.org/library-computer-policy/

How many stakeholders?

What are the numbers?

Mar Vista ACS Demographic 2019

✤ Population: 51,338 (down from 2016 of 53,346)

    ✤ Food Stamps: 707 (<1.4%)   Below Poverty Level: 2,320 (4.5%)

                Los Angeles: 9.8%*   *Los Angeles ~16%***

✤ Speak English Only: 29,584

✤ Speak English AND another language: 16,739

✤ **Linguistic isolation** (i.e., have difficulty with English): **3,540 (6.89%)**

https://drive.google.com/drive/folders/1uupIXEGEC8UlFOCQiyIPH9q7JmETn_Cx

*https://statisticalatlas.com/state/California/Food-Stamps

**https://www.scpr.org/news/2016/09/15/64657/census-los-angeles-still-has-more-people-in-povert/

Defines Linguistic Isolation: https://www.census.gov/hhes/socdemo/language/data/census/li-final.pdf

Palms - Mar Vista - Del Rey 2017

✤ Population: 115,321 Sample size: 51,090

✤ Linguistic isolation (i.e., have difficulty with English)* is 6.74%

  ✤ **Spanish: 2.93%**

  ✤ Asian: 2.61%

  ✤ Other Indo-European: 0.98%

  ✤ Other: 0.22%

https://planning.lacity.org/odocument/24f2d6dc-9d00-4ae4-8bca-955fcc86d7bf/2017_demo_profile_palms.pdf

*https://www.census.gov/hhes/socdemo/language/data/census/li-final.pdf

Linguistic Isolation depends

✤ On the **ability of all adults** in a household to speak English

✤ **All adults** speak another language and none speaks English 'very well.'

✤ Adult is defined as age **14 or older**.

United States® Census 2020

Households would still be counted in linguistic isolation even if a member **under the age of 14 may speak English "very well"**.

https://www.census.gov/hhes/socdemo/language/data/census/li-final.pdf

Recap & Solution

✤ Printing and distributing newsletters is the best way to reach the most stakeholders

✤ MarVista.org is understood in every language (domain names are universal)

✤ MarVista.org uses *Web Content Accessibility 2.0* that translates every page into over 100 languages

✤ Spanish translation services needed by < 3% of Mar Vista stakeholders. No location available. The 97% should not be denied.

✤ Newsletters left at every doorstep, in the library, local businesses, etc. providing more than 100% saturation.

✤ MarVista.org should be on all material and should continue to be prominent on newsletters