

Limited English Proficiency Plan

Neighborhood and Community Relations
and Communications Department



Policy Question

- Modify and re-draft Limited English Proficiency (LEP) Plan with policy questions incorporated and department support.
- Vital programs and services defined at department level?
- Service level to support framework.

Civil Rights Act of 1964

- **Title VI:** prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance
- Who's covered
 - State and local government
 - Entities funded with federal resources

LEP Guidance

- **Executive Order 13166:** to improve and provide meaningful access to federally conducted and assisted programs and activities for person who, as a result of national origin, are limited in their English proficiency (LEP)
- **Legal Authority:** “First, we must ensure that federally-assisted programs aimed at the American public do not leave some behind simply because they face challenges communicating in English. This is of particular importance because, in many cases, LEP individuals form a substantial portion of those encountered in federally assisted programs. Second, we must achieve this goal while finding constructive methods to reduce the costs of LEP requirements on small businesses, small local governments, or small non-profits that receive Federal financial assistance.” (US Department of Interior)

Department of Justice

<http://www.lep.gov/13166/eolep.htm>

Legal Authority

Other Cities

| City | Population Count (2013) | LEP Demographic |
|-------------|-------------------------|-----------------|
| Minneapolis | 400,070 | 20% |
| Seattle | 652,405 | 21.8% |
| Portland | 609,456 | 19% |

Framework for Title VI Compliance

- LEP Plan
 - Process framework that guides and directs the multi-lingual service delivery model
- Multi-Lingual Services
 - Interpretation
 - Translation
 - Content and contract management, quality control

Primary Languages

- Minneapolis primary language groups
 - Spanish, Somali, Hmong, Laotian, Oromo, Vietnamese

Current LEP Plan

Minneapolis in Any Language

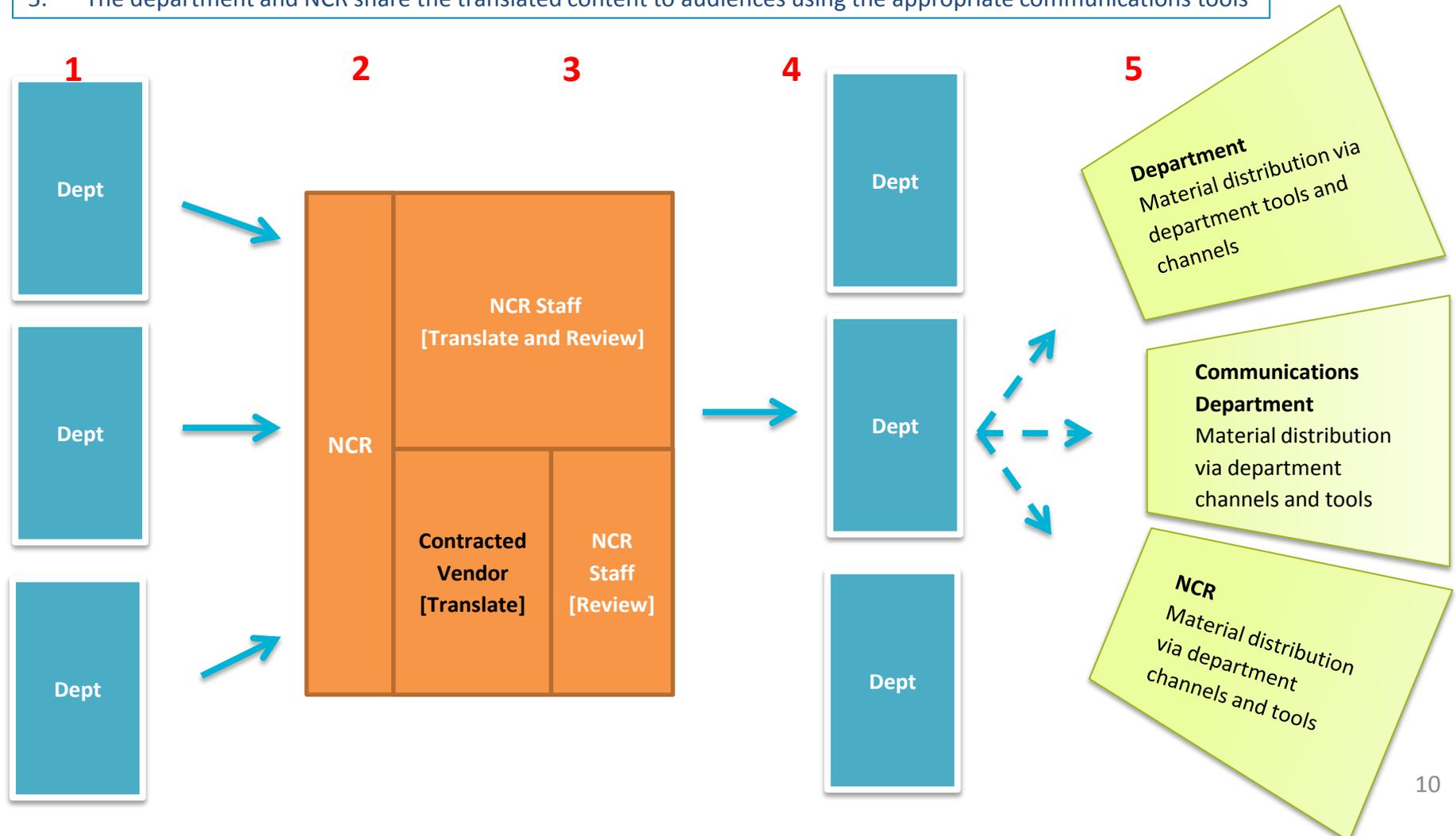
- Last updated LEP Plan: 2003
- A draft was constructed for consideration as an updated LEP Plan: 2012
 - Has not been brought before council
- Equitable access and effective communication for person(s) with limited English speaking and/or writing skills to fully participate in enterprise programs and services

LEP Plan Structure

- Outline key components of plan
 - Identifying LEP individuals who need language assistance
 - Information about the ways in which language assistance will be provided
 - Training staff of their obligations to provide meaningful access to information and services for LEP persons
 - Providing Notice to LEP persons that LEP services are available and offered free of charge
 - A process for monitoring and updating the LEP Plan
- Framed questions from Department of Justice

Multilingual Communications

1. Departments create content in English
2. Content submitted to NCR; an assessment is conducted to vet content for best format of message distribution
3. Materials are translated in-house by NCR staff or via contracted vendor and then reviewed by NCR staff
4. NCR provides the translated content to departments
5. The department and NCR share the translated content to audiences using the appropriate communications tools



Consultation Process

Translation

- Assessment and vetting procedure
- Strategic conversation to relay translated messages from departments to community
- Strategic conversation to relay community priorities to departments

Types of Service Delivery

Translation

Bi-lingual Staff

- Point of contact
- Limited capacity
- Three languages

Contracted Vendor

- Consultation process
- Materials translated
- NCR Staff review

Interpretation [Live]

Bi-lingual Staff

- Point of contact at service counters [direct]
- 311
- At service
- Limited capacity for three languages

Phone Access

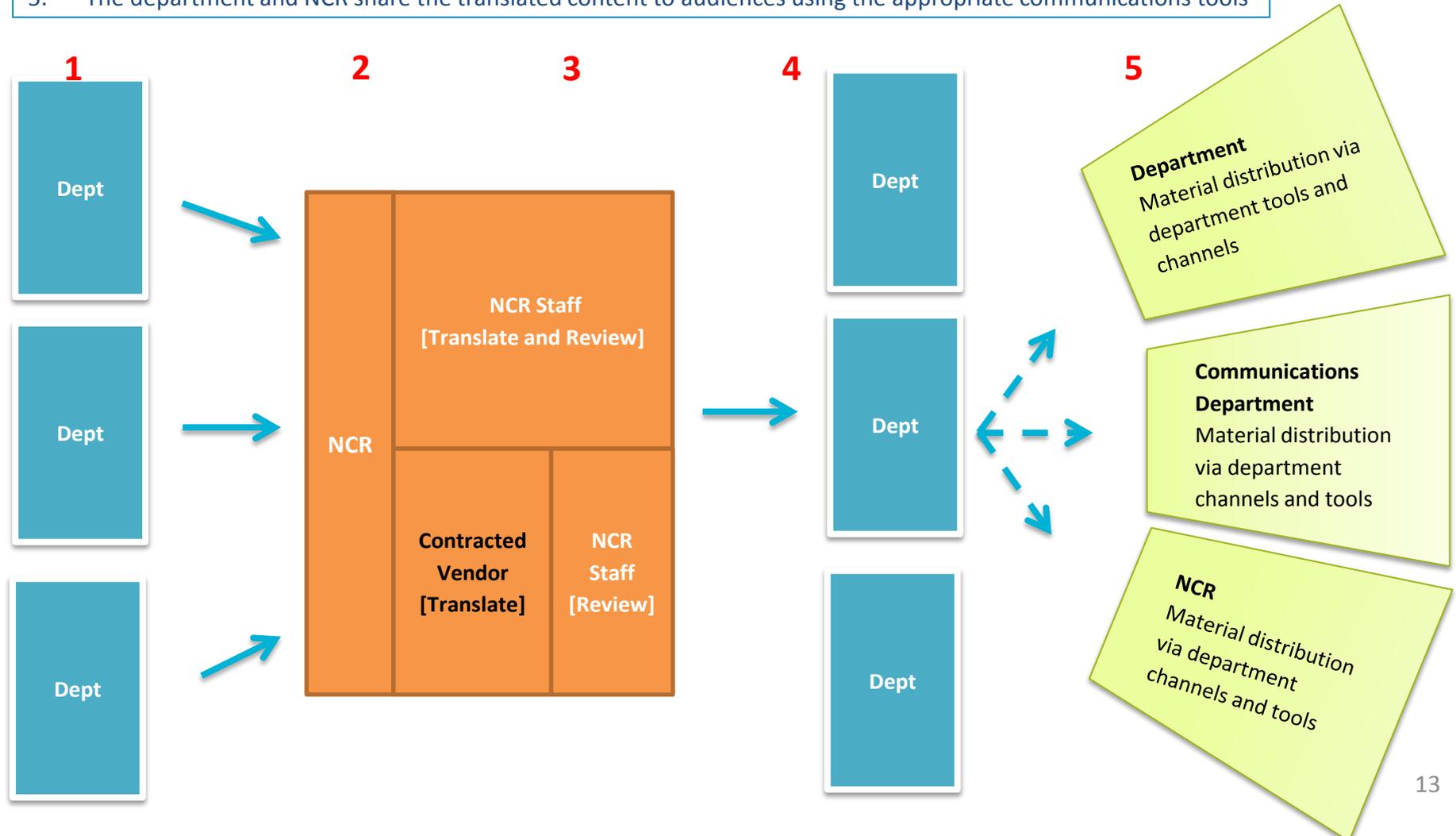
- Language line
- Certified Language International, Inc. Contracts (department codes)
- 311

In Community

- Access and Outreach Staff
- Contracted vendors

Communications' Outputs

1. Departments create content in English
2. Content submitted to NCR; an assessment is conducted to vet content for best format of message distribution
3. Materials are translated in-house by NCR staff or via contracted vendor and then reviewed by NCR staff
4. NCR provides the translated content to departments
5. The department and NCR share the translated content to audiences using the appropriate communications tools



Communications

- Communications partners with departments on major enterprise topics and on specific issues when requested.
- Many departments interface with the public in multiple languages.
- The Communications Department is one of many translation “users” in the organization.
- Communications uses NCR translation services, then shares content through enterprise communication tools.

Communications

Information distribution strategies:

- No cost
 - Communication tools (videos, printed materials, social media, web etc.)
 - Earned media
 - Partnerships
- Paid advertising
 - when dollars (such as grants) are earmarked for specific messages

Communications Tools

- Cultural media partnerships
 - News releases
 - Coordinated interviews
 - City-produced videos air on partner programs



Minneapolis Snow Emergency Parking Rules 2014



- Social media
 - City Facebook and Twitter
 - Cultural media partners also post to their accounts



Viday Sabor Minneapolis

February 23 · Minneapolis, MN · 🌐

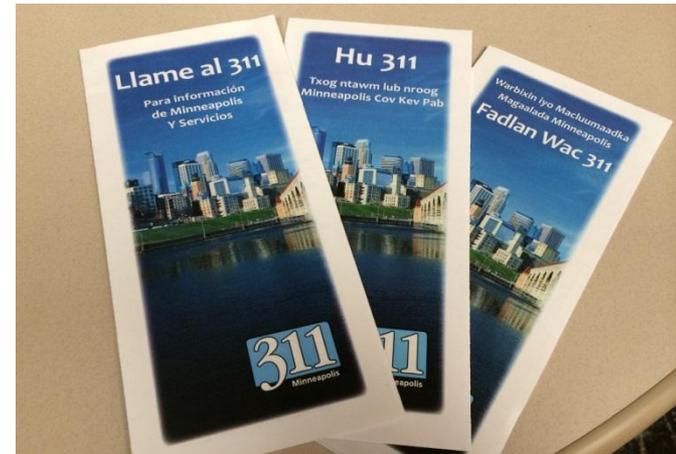
Residentes de Minneapolis: Las restricciones de aparcamiento durante el invierno están vigentes
(Winter Parking Restrictions are in effect)

Las restricciones de aparcamiento durante el invierno han sido implementadas por razones de seguridad pública. Debido a la acumulación de hielo y nieve a lo largo de los cordones, algunas calles se están haciendo demasiado estrechas para que las ambulancias y los autobuses de tránsito circulen. Hasta Nuevo aviso, NO aparque en el lado par... See More

Communications Tools

- Printed materials

- On key topics
- Distributed by NCR, other departments



- Videos

- Online through web, YouTube, email, social media
- Distributed by departments, both electronically and in the community (meetings, newsletters, and emails).



Communication Tools

- City Cable channel 14
 - Programming in English, Spanish, Somali, and Hmong
 - Set schedules for each language block so programming can be promoted



MINNEAPOLIS
Boards and Commissions - Hmong

Pab tsim kho peb lub nroog - ua ntawv tuaj nrhiav haujlwm rau cov haujlwm qhib nyob rau Minneapolis cov txwj laus tswj haujlwm thiab cov neeg tswj laj kam tuav zej zos.

Peb yuav muab cov ntawv ua tuaj nrhiav haujlwm coj los saib xyuas pib rau thaum Lub Plaub Hlis Ntuj Tim 25, 2014.

www.minneapolismn.gov/boards/openings/

www.minneapolismn.gov



MINNEAPOLIS
Puede encargar un árbol

Puede encargar un árbol de \$25 para plantarlo en su propiedad de Minneapolis esta primavera.

Encargue su árbol el 17 de marzo a partir de las 8 a. m. a través de www.treetrust.org. Recójalo el 15, 17, 18 o 19 de mayo.

www.minneapolismn.gov/citytrees

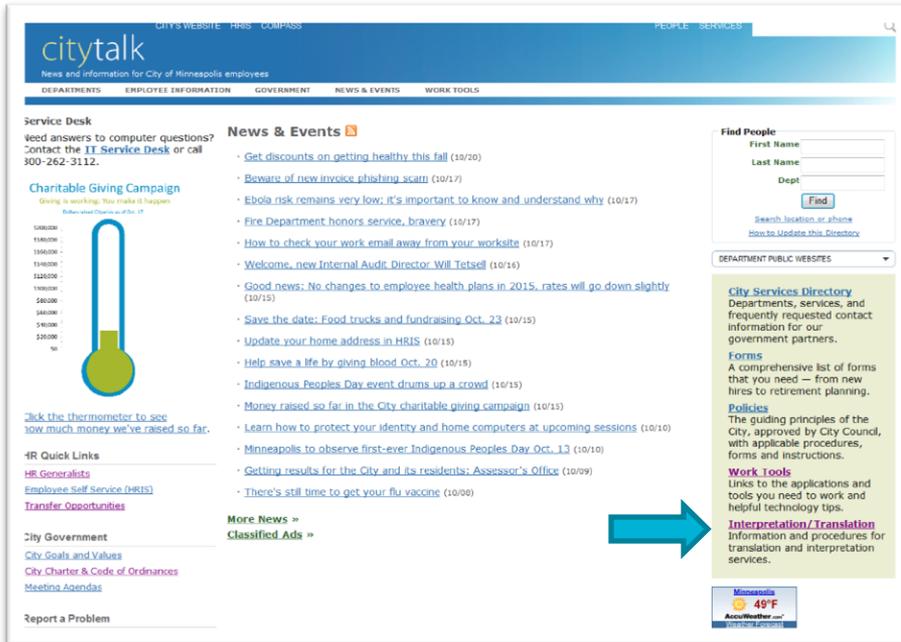
www.minneapolismn.gov

NCR Distribution System

- Communities
 - Southeast Asian, East African, Latino
- Vehicles and tools for distributing information
 - Community leaders; community-based organizations; faith leaders, gatherings and centers; familial structures and elders

Department Access to Language Services

City Talk



The screenshot shows the CityTalk website interface. At the top, there is a navigation bar with 'CITY'S WEBSITE', 'HRIS COMPASS', and 'PEOPLE SERVICES'. Below this is the 'citytalk' logo and the text 'News and information for City of Minneapolis employees'. The main content area is divided into several sections: 'Service Desk', 'Charitable Giving Campaign', 'News & Events', 'Find People', and 'City Services Directory'. A blue arrow points to the 'Interpretation/Translation' link in the 'City Services Directory' section. A green arrow points to the 'Instructions for using CLI phone interpreting services' section on the right.

City Services Directory
Departments, services, and frequently requested contact information for our government partners.

Forms
A comprehensive list of forms that you need — from new hires to retirement planning.

Policies
The guiding principles of the City, approved by City Council, with applicable procedures, forms and instructions.

Work Tools
Links to the applications and tools you need to work and helpful technology tips.

Interpretation/Translation
Information and procedures for translation and interpretation services.

Certified Language International, Inc. (Contract # C-36900)
The City's contract with Certified Language, Inc. is for phone interpreting services.

Cost: 0.89 cents per minute - **EFFECTIVE: July 2013**

Instructions for using CLI phone interpreting services:

1. Dial 1-800-225-5254
2. When the operator answers, tell them:
 - o Your customer code is: MPLS _(code)_ If you don't know your access code, [you can access it here.](#)
 - o You are calling from the City of Minneapolis _(department/division)_
 - o the language that you are seeking an interpreter for
 - o Please let the operator know if you would like to connect to multiple parties (call a patient/client at home for example)
3. The operator will connect you with an interpreter promptly.

Dynamic Communications, Inc. /ASL Interpreting Services (Contract # C-27522)
The City's contract with Dynamic Communications, Inc. is for American Sign Language services.

Estimated cost: All requests are charged a 2-hour minimum. Above and beyond the 2-hour minimum requests are billed by the ½ hour. The 2-hour minimum charge is roughly \$115, \$57.50 thereafter.

Phone: (763) 478-8963
TTY: (763) 478-3093
Fax: (763) 478-3093
Toll Free (V): 1-866-ASL-DEAF (1-866-275-3323)
Email: info@aslis.com
Website: www.aslis.com

Request an ASL Interpreter by completing and returning the [interpreter request form](#) or calling (763) 478-8963. Be prepared to provide:

- Your contact information and billing address (Note: Each department will need to cover the cost of services requested from vendors. The NCR Department does **not** cover this cost.)
- Time/date/location of for when services is being sought for

- Click **Interpretation/Translation** link
- For example: Accessing interpretation services
- Scroll to **Certified Language International, Inc. (CLI)**
- Use respective department code for services

LEP Liaison Network

- Education and awareness
- Supports monitoring and compliance
- Assists department in determining vital programs and services

Working w/ Department Leadership

- LEP Framing Questions
 - Number of LEP residents served
 - Frequency in contact and utilization of program and service
 - Nature and importance of the program, activity, or services provided
 - Resources available
- Best practice and guidance for working with leadership

The Department Level

- Determining of vital program and services delivery at the department level
- Safe Harbor Provision
- LEP Plan re-draft
 - Informed by LEP Liaison Network
- 2016 budget process: provide meaningful information

Service Costs

| | Usage/Services | Cost/Expense |
|-----------------------|--|--|
| Current | <ul style="list-style-type: none"> • Some department programs • City-wide services (i.e. snow emergency) | <ul style="list-style-type: none"> • Under budget |
| Enhancement #1 | <ul style="list-style-type: none"> • City-wide services • All department programs and services | <ul style="list-style-type: none"> • \$225,000 |
| Enhancement #2 | <ul style="list-style-type: none"> • Boards and Commissions | <ul style="list-style-type: none"> • \$440,000 |
| Combination | <ul style="list-style-type: none"> • Enhancement 1 and 2 | <ul style="list-style-type: none"> • \$665,000 |

Proposed Timeframe

- LEP Plan development
- Department engagement
- Inclusion in 2016 budget process

Policy Question

- Modify and re-draft Limited English Proficiency (LEP) Plan with policy questions incorporated and department support.
- Vital programs and services defined at department level?
- Service level to support framework.