

Annual Report on Implementation of Language Access

New York City Mayor's Office Calendar Year 2021

Publication date: June 30th, 2022

This annual report provides an update on the agency's implementation of its Language Access Implementation Plan (or LAIP), as required by Local Law 30 (2017). The report covers activity during Calendar Year 2021.

The Mayor's Office LAIP was published in 2020 and is available here:
<https://www1.nyc.gov/assets/immigrants/downloads/pdf/MOLAIP2020.pdf>

Language Access Coordinator: Kenneth Lo, Deputy Director of Language Access, Mayor's Office of Immigrant Affairs

Introduction

This report describes the efforts of the New York City Mayor's Office (the "Mayor's Office") to implement language access across its activities during calendar year (CY) 2021. The Mayor's Office is comprised of distinct offices that address a wide array of public needs. Many of these offices are covered by Local Law 30 (LL30) due to their engagement with the public. (See Appendix for a list of the mayoral offices incorporated as part of this plan).

The Mayor's Office of Immigrant Affairs (MOIA) advises these offices on how to address the language access challenges that New Yorkers who have limited English proficiency (LEP) face when trying to access City information, services, and resources.

In 2020, the Mayor's Office published its Language Access Implementation Plan (LAIP), after MOIA worked closely with the covered mayoral offices to develop the plan. MOIA has asked each office to appoint a Language Access Liaison who serves as a point of contact for MOIA on language access, receives language access training from MOIA, disseminates information to colleagues about language access obligations and resources available, and helps provide meaningful language access through the implementation of multilingual communications as outlined in the Mayor's Office LAIP. Given the Mayoral transition, MOIA will continue to work with offices to confirm Language Access Liaisons for each office and support new liaisons in their roles.

Key LL30 requirements for covered offices include:

- Providing language access services in the 10 designated Citywide languages: Spanish, Chinese, Russian, Korean, Bengali, Haitian Creole, Arabic, Urdu, French and Polish;
- Identifying the documents most-commonly distributed to the public that contain important and necessary information regarding the provision of basic City services and translating them into the 10 designated Citywide languages;
- Providing telephonic interpretation services in at least 100 languages;
- Developing and implementing a language access implementation plan, updating the plan at least every three years, and publishing the plan on respective websites;
- Posting multilingual signage about the availability of free interpretation services; and
- Submitting an annual report on LL30 implementation.

MOIA provides oversight and technical assistance to help mayoral offices communicate effectively with New Yorkers who have LEP and meet LL30's requirements. MOIA's Language Services Team (LST) also provides language services, including telephonic interpretation, in-person interpretation, and translation, to mayoral offices.

As the COVID-19 outbreak moved into its second year in 2021, City agencies, including the Mayor's Office, continued their response to the vast health crisis through education, promoting and delivering COVID testing, and rolling out a citywide vaccination program. At the same time, the Mayor's Office and City agencies worked to address the extensive social and economic

impacts on New Yorkers, shifting resources to support recovery efforts. Through this work, the Mayor's Office continued its efforts to ensure that resources and information were disseminated across all multilingual communities. MOIA bolstered its efforts to meet the demand for translation and interpretation services.

Language Access Accomplishments in 2021

During 2021, the Mayor's Office continued to incorporate language access across its programmatic and communications endeavors. In support of these efforts, MOIA's Language Services Team delivered translation and interpretation services to mayoral offices, City Hall and the Vaccine Command Center (VCC), including:

- 2,850 translations in 47 languages across 30+ mayoral offices and agencies to support multilingual communications for various initiatives, some listed below.
- 197 interpreters across 89 events in 14 languages.
- Continued implementation of a translation proxy tool from Smartling to deliver professional translation of MOIA's website in the ten designated LL30 languages.
- In addition to providing translation, MOIA supported various information campaigns from across mayoral offices by guiding and collaborating with mayoral office colleagues to disseminate information to immigrant communities through outreach events, community and ethnic media roundtables, and social media. MOIA also reached out to mayoral offices in late 2021 to ensure that language access considerations were included in transition materials to inform the incoming administration.

Below are some examples of the various ways in which mayoral offices engaged with LEP communities. These efforts allowed thousands of New Yorkers who have LEP across the City to access critical information, including communities that speak languages outside of the LL30 languages.

- **Democracy NYC** (DNYC) undertook an extensive campaign to ensure that all New Yorkers were aware of critical changes to how local elections were conducted, specifically to explain the rollout of ranked choice voting (RCV) during the May 2021 primaries through multilingual voter resources, postcards, animations, PSAs, and an online tool, including an RCV game in 15 languages. DNYC collaborated with the Civic Engagement Commission (CEC) and the Campaign Finance Board (CFB) to expand voter engagement, including the promotion of expanded poll site interpretation, coordinated by CEC.
- The **Mayor's Office of Sustainability** launched its environmental justice work with translated reports and Town Hall materials.
- The **Office for the Prevention of Hate Crimes** (OPHC) continued its expansion of anti-hate crime and anti-discrimination resources, especially those addressing targeting of Asian American and Pacific Islander (AAPI) communities. These materials include the "Stop COVID Hate" campaign and other OPHC-produced videos, victim assistance resource guides, and one-pagers in a array of languages, including Bengali, Chinese, Korean, Hindi, Japanese, Malayalam, Nepali, Punjabi, Tagalog, Tamil, Tibetan, and Vietnamese, as well as Hebrew and Yiddish.
- **NYC Service** promoted volunteerism and its "Love Your Block" program with multilingual outreach materials and disseminated materials in languages other than English to solicit nominations for awards from across communities.

- The **Mayor’s Office for People with Disabilities (MOPD)** translated its Meeting Notice Guide about improving disability access to public events into the ten LL30 languages.
- The **Mayor’s Office of Criminal Justice (MOCJ)** translated materials related to various initiatives and events, including a cannabis campaign and local NeighborhoodStat efforts, to ensure all were inclusive for the communities.
- The **Mayor’s Office of the Chief Technology Officer (MOCTO)** led a “sprint” project involving several tech companies (Google, Smartcat, and Wordly) to explore improving multilingual access to virtual meetings, websites, and automated translation workflows as part of project through the U.S. Census Bureau. MOIA’s Language Services Team provided expert consultation on this initiative.
- Responding to the significant mental health challenges posed by the pandemic, the **Mayor’s Office of Community Mental Health** produced and translated materials into the LL30 languages: its “How to Help” and mental health resource guide, “You Have Option” campaign, “Let’s Talk” posters, a caregiver guide, a trauma guide for faith and community leaders, and a youth services brochure.
- The **Mayor’s Office for Tenant Protection (MOPT)** disseminated multilingual content to promote awareness of emergency rental assistance and eviction protection, including fact sheets, infographics, and presentations on rent relief; eviction restrictions; vacate order FAQs for tenants; Emergency Rental Assistance Program (ERAP) FAQs and mailers in the LL30 languages; a landlord resource guide, and more.

MOIA also produced a wide array of resources and support for multilingual engagement across a range of activities during 2021, including vaccine graphics in 26 languages, information on immigration fraud, immigrant emergency relief, burial assistance, an IDNYC renewal campaign, a We Speak NYC PSA on ranked choice voting, and promotion of health insurance resources through GetCovered NYC. Below are additional details and examples of these multilingual efforts:

- **Know Your Rights:** Following shifts in federal policies, MOIA updated its multilingual “Know Your Rights” materials in 15 languages, as well as graphics and materials about “public charge” in 26 languages to ensure access to current information.
- **Temporary Protected Status:** MOIA disseminated timely resources on Temporary Protective Status (TPS) for individuals from Venezuela, Burma, Yemen, and Haiti in appropriate languages to engage these communities.
- **Afghanistan Evacuation and Resettlement Resources:** In response to the rapid changes in Afghanistan related to the withdrawal of U.S. military presence and takeover by the Taliban in the late summer of 2021, MOIA created a digital platform to provide accurate information and resources on Afghanistan evacuation and resettlement. The web page is available in Dari, Pashto, and English.
- **Access to Health Care:** To support access to NYC Care, a program of NYC Health + Hospitals (H+H) that guarantees low- and no-cost health care services to New Yorkers who do not qualify for or cannot afford health insurance, MOIA partners with H+H to enlist the support of 22 trusted CBOs in community outreach. In 2021, NYC Care Outreach CBO partners

reached approximately 285,000 New Yorkers, who speak more than 40 languages other than English, across the five boroughs.

- **Vaccine Outreach:** During the City's COVID-19 emergency response efforts, MOIA advised agencies leading response efforts to ensure language access was not a barrier to information or services. For example, during the vaccine roll-out in early 2021, MOIA worked with the City's Vaccine Command Center (VCC) to ensure that City-run vaccine sites were providing language access, developed contract language that included language access provisions for vendors delivering contracted services for the City, advised the VCC on possible language services vendors through whom to procure services at vaccine sites, and provided multilingual tools to help New Yorkers with LEP communicate with staff. MOIA also advised DOHMH to expand their translation of materials to 26 languages and worked with DOITT to improve accessibility of the vaccine hotline by adding more multilingual prompts.
- **Hurricane Ida:** In the aftermath of Hurricane Ida, MOIA convened the Interagency Language Access Task Force with NYC Emergency Management (NYCEM), the Department of Social Services (DSS), and the Mayor's Community Affairs Unit (CAU) to ensure that the City's service centers had interpreters to meet the needs of impacted individuals.

MOIA also sought to strengthen the City's capacity to provide language services by advising agencies on language services procurement. Working closely with the Mayor's Office of Contract Services (MOCS) and the Department of Citywide Administrative Services (DCAS), MOIA helped to guide the City's efforts to revise and update procurement documents to ensure that the vendors with whom the City contracts have the competencies, experience, and capacity to communicate with New York City's diverse LEP population.

MOIA, MOCS, and DCAS, along with MOPD and the Office of Minority and Women-owned Business Enterprises, partnered to raise awareness among agency procurement leads and language access coordinators about the paths available to secure language services without gaps in service. MOIA further advised individual agencies seeking to secure or better manage language resources.

Provision of Language Services

MOIA's Language Services Team (LST) supports multilingual communications needs across MOIA and mayoral offices, including translation, telephonic interpretation, and in-person interpretation. The LST manages contracts with language service vendors and provides project management, event support, and technical assistance.

Translation Services

While the demand for translations during CY21 was significantly lower than the previous year and the early phases of the pandemic, translation projects for MOIA, mayoral offices, and COVID-related communications remained roughly twice that of the pre-COVID CY19. In 2021, MOIA translated materials for 34 offices into 47 languages. These materials included resources on the COVID-19 vaccine, hate crime prevention, mental health, and health insurance, among other content. See the campaigns and initiatives mentioned in the above section entitled "Language Access Accomplishments 2021."

Translation Services, CY19-21

	CY19	CY20	CY21
Delivered Translations	1430	3800	2850
Source Documents	559	696	937
Languages	46	45	47
# of agencies/offices served	28	36	34

Telephonic Interpretation Services

During 2021, the demand for telephonic interpretation remained high, as it provided an alternate means to access information while in-person events remained limited by COVID. While the total call volume in CY21 was less than in CY20, which had been driven largely by the GetCoolNYC hotline, there were 250% more calls in in CY21 than in CY19. These calls reflected significant demand for free legal services through MOIA's ActionNYC program.

Telephonic Interpretation Services, CY19-21

	CY19	CY20	CY21
Total calls	1638	11,455	4,108
Hours of interpretation	493	2,783	1,105
Languages	41	55	52
# of agencies/offices served	10	21	9

In-Person and Virtual Interpretation Services

In-person and virtual interpretation volume levels remained comparable to those seen during CY20, as outreach events continued at a reduced rate. Even as City agency staff began to return to office, the hesitancy of both members of the public and interpreters to engage in in-person public events presented challenges in terms of scheduling such events. Online events over platforms such as Zoom or Webex did offer opportunities for in-language or interpreted engagement. In addition to conducting outreach in the 10 LL30 languages, MOIA also reached communities that speak languages other than the ten LL30 languages through several different efforts including extensive outreach about the COVID-19 vaccine, Know Your Rights presentations, the Ask MOIA Hotline, and organizing events to celebrate immigrant communities.

In-person/virtual Interpretation Services, CY19-21

	CY19	CY20	CY21
Total events/requests	135	90	89
Number of interpreters	371	210	197
Languages	21	13	14
# of agencies/offices served	11	7	9

Conducting Multilingual Outreach

Outreach to immigrant communities, including newly arrived and hard-to-reach communities, has been a critical focus of MOIA's work. Working closely with community partners and City agencies, MOIA uses multiple channels to provide information to the public about City services, policies that impact immigrants in New York, and other resources. While MOIA conducts outreach and education to speakers of LL30 languages, staff also regularly works with communities that speak languages other than the LL30 languages, disseminating critical information into non-LL30 languages, and organizing events so that these communities can engage directly with the City. Below are some examples of the extensive multilingual outreach MOIA conducted in CY21.

Vaccine Outreach

COVID-19 vaccine outreach was a major focus of MOIA's Outreach and Organizing Team in 2021. The team, in collaboration with community partners, did extensive outreach to support immigrant and undocumented New Yorkers in securing access to vaccine appointments and disseminating important public health information, PPE, emergency food supplies, and at-home COVID-19 testing kits, among other topics. MOIA engaged in a variety of outreach strategies to reach communities that speak languages other than English, including those outside of the ten LL30 languages.

Town Halls

To address misinformation and deliver timely, accurate updates to non-English speaking New Yorkers, MOIA partnered with the VCC and DOHMH to host in-language virtual town halls. These town halls included medical professionals and were held in-language with bilingual staff and trusted community-based organizations (CBOs). During these events, CBOs raised questions from the community across multiple platforms. In addition to LL30 languages, these town halls were also conducted in Nepali, Tibetan, and West African Creole. MOIA also promoted town halls organized by DOHMH, including community conversations in indigenous and African languages, organized in partnership with Colective de Intérpretes Indígenas, the Endangered Language Alliance, and Red de Pueblos Transnacionales.

Vaccine Buses

MOIA's Outreach and Organizing Team also played a critical role in supporting the VCC in launching NYC's Mobile Clinic program. The team recommended locations for the buses in neighborhoods with low vaccination rates and noted the nuances and needs of each neighborhood. To ensure that immigrant CBOs were part of this outreach, MOIA advised on and managed the collaborations with CBOs and faith-based organizations. MOIA also advised on the languages needed for interpreters and flyers. The buses were extremely effective in reaching vulnerable community members, especially immigrant workers. During these events MOIA's team with deep community connections were present to conduct outreach and answer

questions from residents.

Between 4/1/2021 and 9/1/2021, MOIA held 135 in-person Days of Action with vaccine buses in all five boroughs. By conducting on-the-ground outreach, MOIA modeled best practices for other agencies and provided community experiences, feedback, and recommendations to the VCC, DOHMH, and the Test and Trace Corps. These recommendations included removing barriers to access, such as identification, proof of address, and the opening and closing times of vaccine sites. Other recommendations were related to outreach practices, language access, and the availability of testing in neighborhoods with lower vaccination rates.

Vaccine Outreach to Undocumented New Yorkers

To address barriers that undocumented immigrants face in accessing the vaccine, MOIA partnered with the VCC, H+H, and the Mayor's Fund to Advance New York City to develop an outreach program geared toward the undocumented community.

Beginning in October 2021, the Vaccine Outreach for Undocumented New Yorkers program partnered with 15 trusted CBOs, reaching a variety of ethnic and linguistic groups, to combat vaccine misinformation in undocumented communities and provide direct assistance in accessing COVID-19 vaccines.

As of May 18, 2022, MOIA's vaccine outreach partners have conducted outreach to community members who speak 16 languages (Spanish, Haitian Creole, French, Russian, Arabic, Bengali, Mandarin, Garifuna, Fulani, Punjabi, Yoruba, Urdu, Hindi, Somali, Wolof, and Korean) and the program has educated 69,858 New Yorkers on vaccine efficacy and safety and assisted 8,034 people to receive at least one dose of the available vaccines across the 5 boroughs.

Multilingual Videos

MOIA also created multilingual videos in Nepali, Tibetan, and the LL30 languages to celebrate holidays such as Lunar New Year and Ramadan and to encourage community members to get vaccinated and stay safe as they celebrated. In addition to being shared on MOIA's social media channels, these videos were shared widely over messenger applications such as WeChat, WhatsApp, Facebook, Kakao Talk, and others.

Know Your Rights Programs and Campaigns

In 2021, MOIA conducted Know Your Rights (KYR) events in various communities across the City in over 27 languages other than English including: Arabic, Bengali, Burmese, Cantonese, French, Fujianese, Haitian Creole, Igbo, Japanese, K'iche, Korean, Mandarin, Mandingo, Nepali, Punjabi, Persian, Russian, Spanish, Tagalog, Thai, Tibetan, Turkish, Twi, Urdu, West African Creole, and Yoruba.

In 2021, MOIA conducted 609 forums, which in total involved direct engagement with 17,153 participants and over 40,544 livestream viewers. These forums included partnerships with various City agencies, CBOs, faith leaders, schools, and elected officials. The topics covered included COVID-19 related resources, City services, new state policies, local workers' rights, proposed federal changes to various immigration laws, and legal services support.

AskMOIA Hotline

MOIA's AskMOIA Hotline is another key channel for engaging with immigrant communities, understanding their needs, and connecting them to City services. In 2021, the AskMOIA Hotline shifted to in-depth case management and follow-up to ensure that New Yorkers accessing the services they are entitled to. MOIA saw an increase of individuals reaching out to Hotline with low or no technical literacy and/or access, as well as an increase in calls from people with LEP and illiteracy. MOIA paid special attention to these callers and connected them to the services that fit their individual circumstances. In 2021, the AskMOIA Hotline and email inbox responded to 4,288 calls and 162 emails and made 960 referrals, including 45 legal service referrals in 12 languages. Assistance and referrals were provided to address legal services, public assistance, rental assistance and IDNYC needs in 12 languages, including languages outside of the Local Law languages such as Hindi, Sinhala, Gujarati, and Japanese.

Language Access Goals and Milestones for Calendar Year 2022

Implementation Goals & Timeline		
Provide language services to Mayoral Offices	<ul style="list-style-type: none"> MOIA will continue providing telephonic interpretation, in-person (and virtual) interpretation and translation services to mayoral offices. Offices will continue to identify commonly distributed documents to translate into the 10 designated citywide languages. 	Ongoing Ongoing
Integrating language access into offices' programs/communications	<ul style="list-style-type: none"> MOIA will ensure Mayoral Offices have designated Language Access Liaisons. MOIA will provide technical assistance and consultation to help offices advance language access and ensure the accessibility of their communications/services. 	Ongoing Ongoing
Language Access Training	<ul style="list-style-type: none"> MOIA will provide training to mayoral offices and new language access liaisons on language access and LL30 obligations, language services resources available, and how to utilize those resources. 	Q3-4, 2022

Appendix

The Office of the Mayor of New York City, or Mayor's Office, is comprised of multiple offices that address a wide array of public needs. Below is a list of mayoral offices covered under LL30 due to their engagement with the public and a description of each office.

Citywide Event Coordination and Management (CECM)

CECM provides oversight on all event permitting activities; advises and assists the Mayor in the coordination of policies, procedures and operations in relation to permitting; reviews the coordination of street activities and pedestrian plaza events; and works directly with other permitting agencies to ensure active communication with residents, community boards and business improvement districts.

Mayor's Community Affairs Unit (CAU)

CAU is the fundamental connection between City Hall and New York City residents throughout the five boroughs. The primary mission of CAU is to establish deep partnerships with communities in order to actively engage and mobilize New Yorkers in City government.

Mayor's Office for People with Disabilities (MOPD)

MOPD is the liaison between New York City government and the disability community. In partnership with all City offices and agencies, MOPD ensures that the rights and concerns of the disability community are included in all City initiatives and that City programs and policies address the needs of people with disabilities.

Mayor's Office of Climate and Environmental Justice (MOCEJ)

MOCEJ works to ensure that New York City is prepared to withstand and emerge stronger from the impacts of climate change; mitigate its greenhouse gas emissions; and address needed remediation and environmental coordination efforts from an equity and public health perspective.

Mayor's Office of Community Mental Health (OCMH)

OCMH works to ensure that every New Yorker has access to mental health support, whenever and wherever they need it. OCMH works in partnership with many City agencies to: Innovate by piloting new evidence-driven strategies to address mental health needs; enhance mental healthcare equity by increasing access to mental health support outside of traditional clinical settings, in locations such as shelters, senior centers, schools and community-based organizations; and promote inclusion by reducing stigma and cultural barriers to care and partner with communities to ensure that vulnerable populations know about and have access to mental health support.

Mayor's Office of Correspondence

The Mayor's Office of Correspondence is responsible for reading, routing, and responding to all letters, emails, and 311 calls addressed to the Mayor. Correspondence staff also draft Mayoral messages, certificates and proclamations for events, in addition to assisting other mayoral offices and agencies with a variety of writing and editing projects.

Mayor's Office of Criminal Justice (MOCJ)

MOCJ shapes and funds justice strategies at every stage by facilitating cooperation and partnerships among the agencies and actors involved in crime prevention and criminal justice in New York City. As such, MOCJ serves to ensure the fair and efficient functioning of the Criminal Justice System in the City.

Mayor's Office of Immigrant Affairs (MOIA)

MOIA's mission is to facilitate the full inclusion of immigrant New Yorkers into the City's civic, economic, and cultural life. Realizing this mission in a city as diverse as New York City requires multiple approaches to advance immigrant inclusion. MOIA seeks to increase access to services for immigrant New Yorkers, as well as inform and engage and advocate on behalf of immigrant New Yorkers.

Mayor's Office of Resiliency (MOR)

MOR strives to adapt New York City to the unprecedented challenge of climate change, creating a more resilient, equitable and vibrant city for the New Yorkers of today and generations to come. MOR leads the City's efforts to ensure that New York City is ready to withstand and emerge stronger from the multiple impacts of climate change in the near- and long-term.

Mayor's Office of Sustainability (MOS)

MOS is dedicated to making New York City greener and fairer, and reaching zero waste and carbon, through policies, programs, and direct outreach and engagement.

Mayor's Office to Protect Tenants (MOPT)

MOPT coordinates the City's range of tenant protection efforts and plays a key role in the City's strategy to confront the affordable housing crisis. This office works across City agencies to make existing anti-harassment and anti-displacement programs better and create new strategies to root out abuse.

NYC Service

NYC Service builds partnerships to deepen and expand civic engagement through volunteer and service programs, creating sustainable change for our city's greatest needs.

Office of Special Enforcement (OSE)

OSE is an innovative, solutions-oriented task force that ensures NYC communities are safe from harmful illegal and unregulated industries that one agency and one set of enforcement tools alone can't address.

Office of Special Projects and Community Events (MOSPCE)

In support of the Mayor's commitment to honor the diverse communities of our City, MOSPCE organizes Mayoral events in partnership with city agencies and with the support of the private sector.

Office of Workforce Development

The Mayor's Office of Workforce Development drives an equity agenda for the future of work in New York City by ensuring the City invests in all New Yorkers, by driving high road jobs and employers, and by connecting elements of the system to achieve better outcomes for New Yorkers and employers.

Public Design Commission (PDC)

As New York City's design review agency, the Commission has jurisdiction over permanent structures, landscape architecture, and art proposed on or over City-owned property. The mission of the PDC is to advocate for innovative, sustainable, and equitable design of public spaces and civic structures, with a goal of improving the public realm for all New Yorkers throughout the five boroughs.