

“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?

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*Kathryn Wheeler, Outreach Committee Chair*

*February 11, 2020*



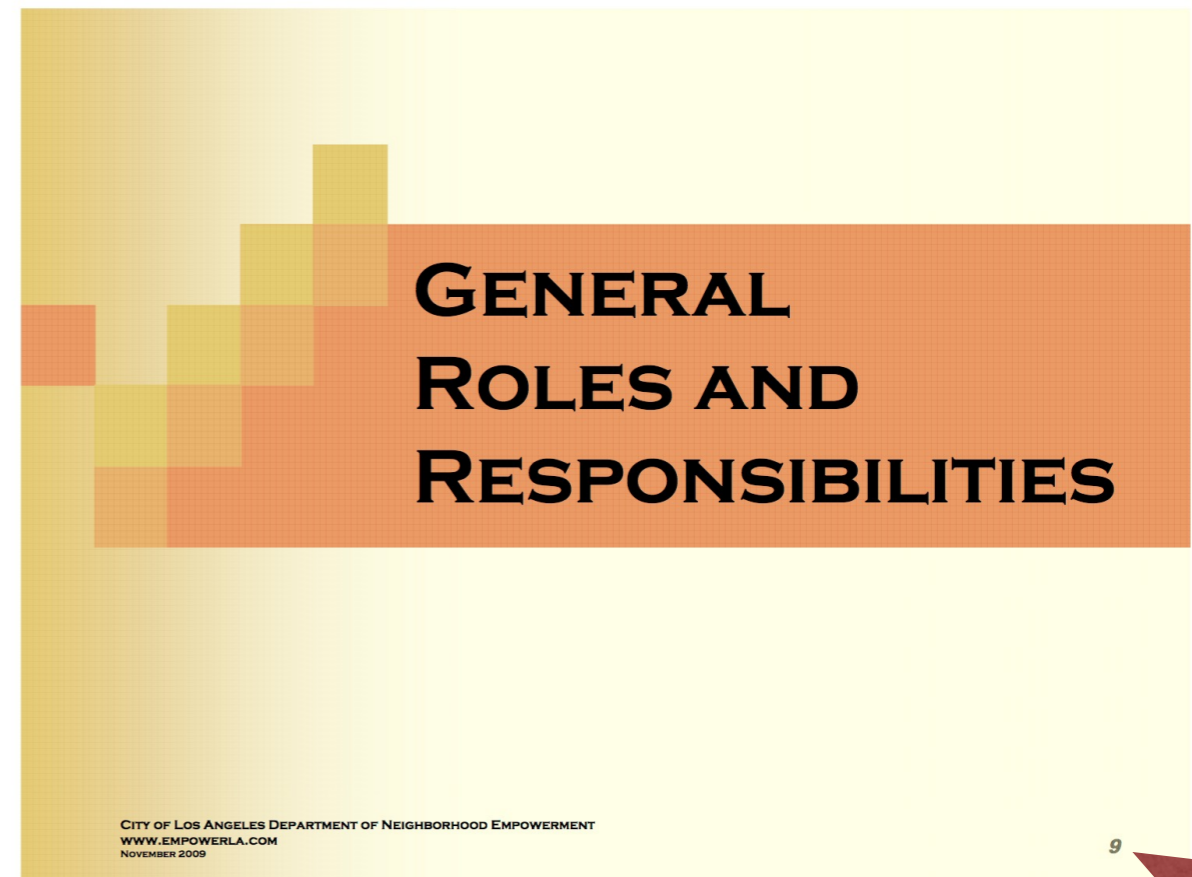
# MVCC Role: Outreach

- ❖ 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-compliant 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/>

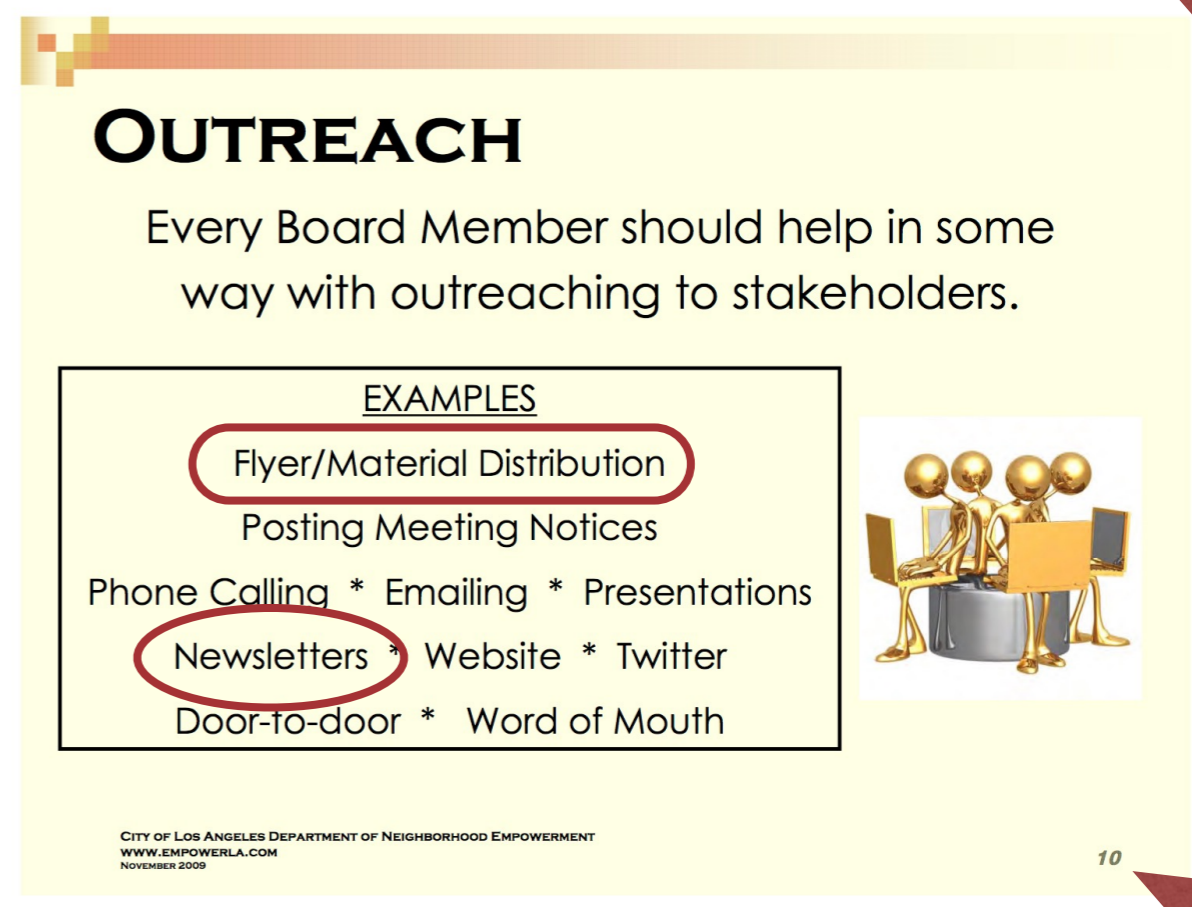
<https://www.arletanc.org/wp-content/uploads/2013/09/Roles-and-Responsibilities-of-NC-Board-Members.pdf>



**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

10



# Print vs. Email/Social Media

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*Newsletter reaches > 97+%*

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

*Email/Social Media reaches < 5%*



# Spanish uses ~30% more words

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*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)

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)**

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**

**PAPER HAS A FINITE SPACE**

**EXAMPLE OF SPACE  
ALLOTTED FOR TEXT**

**TRANSLATED INTO SPANISH**

¡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.

¡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.**

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# 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 Dates: May 24 and 25, 2019	\$90.00	\$2,295.00



Wasteful for Double Printing

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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.

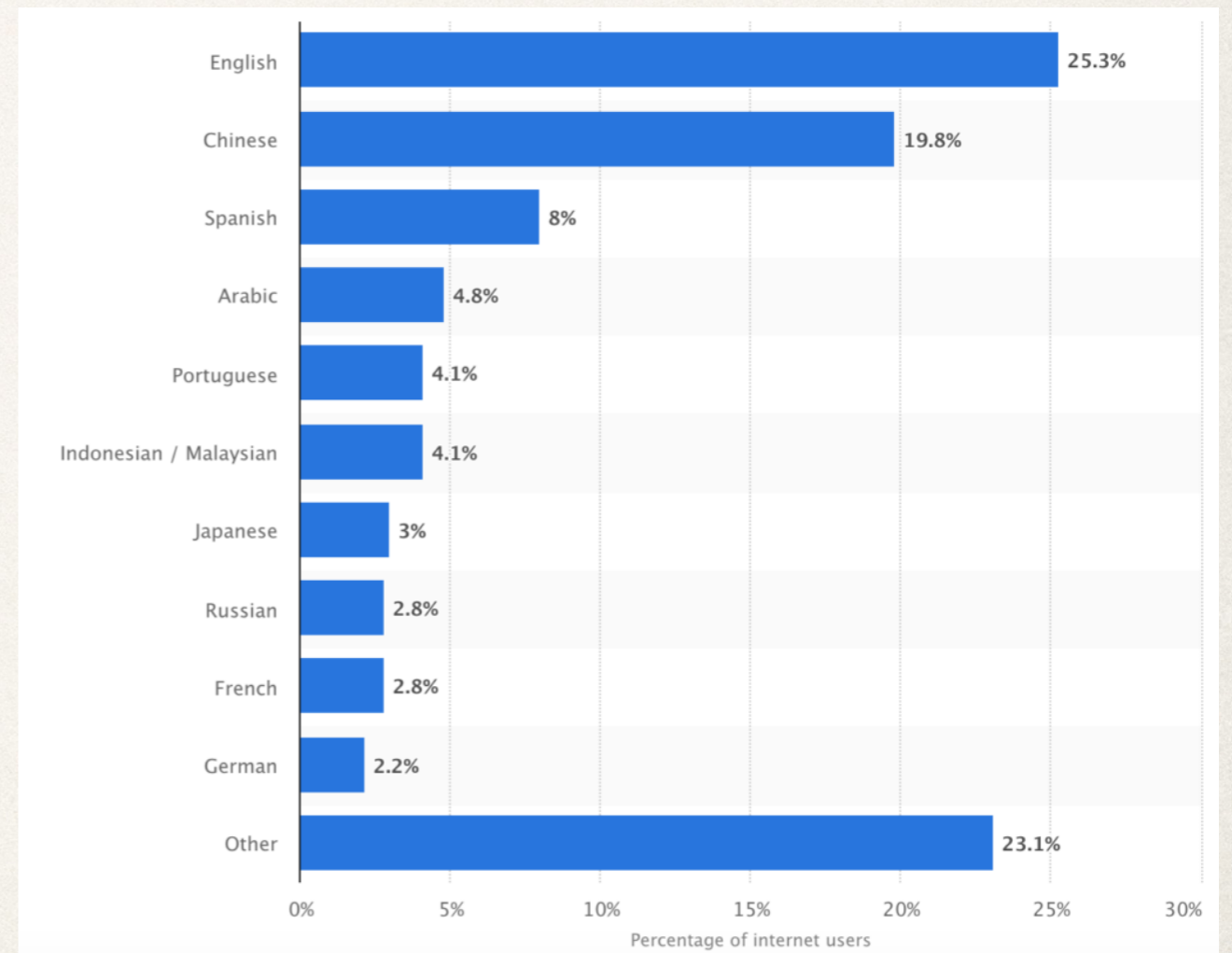


MarVista.org

f t i @MarVistaCC

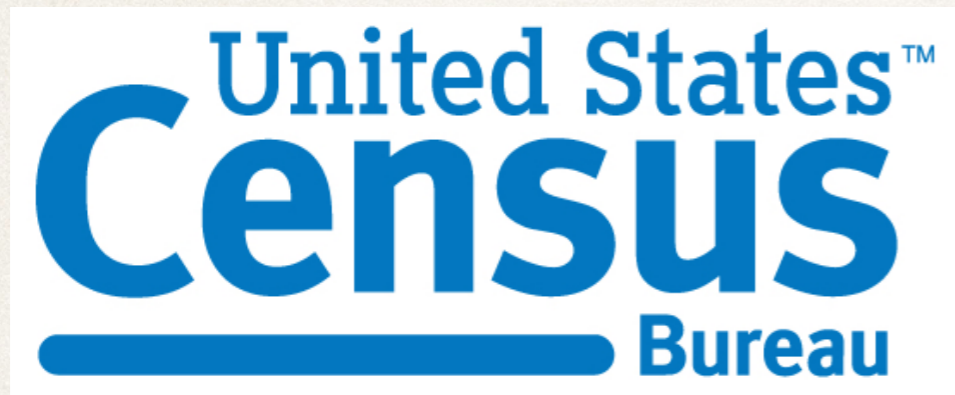
- ❖ The World Wide Web is a universal language
- ❖ Everyone in the world understands what MarVista.org means and knows how to reach it.

## Languages Used On the Internet





# Technology Fact Sheet



- ❖ 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%

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

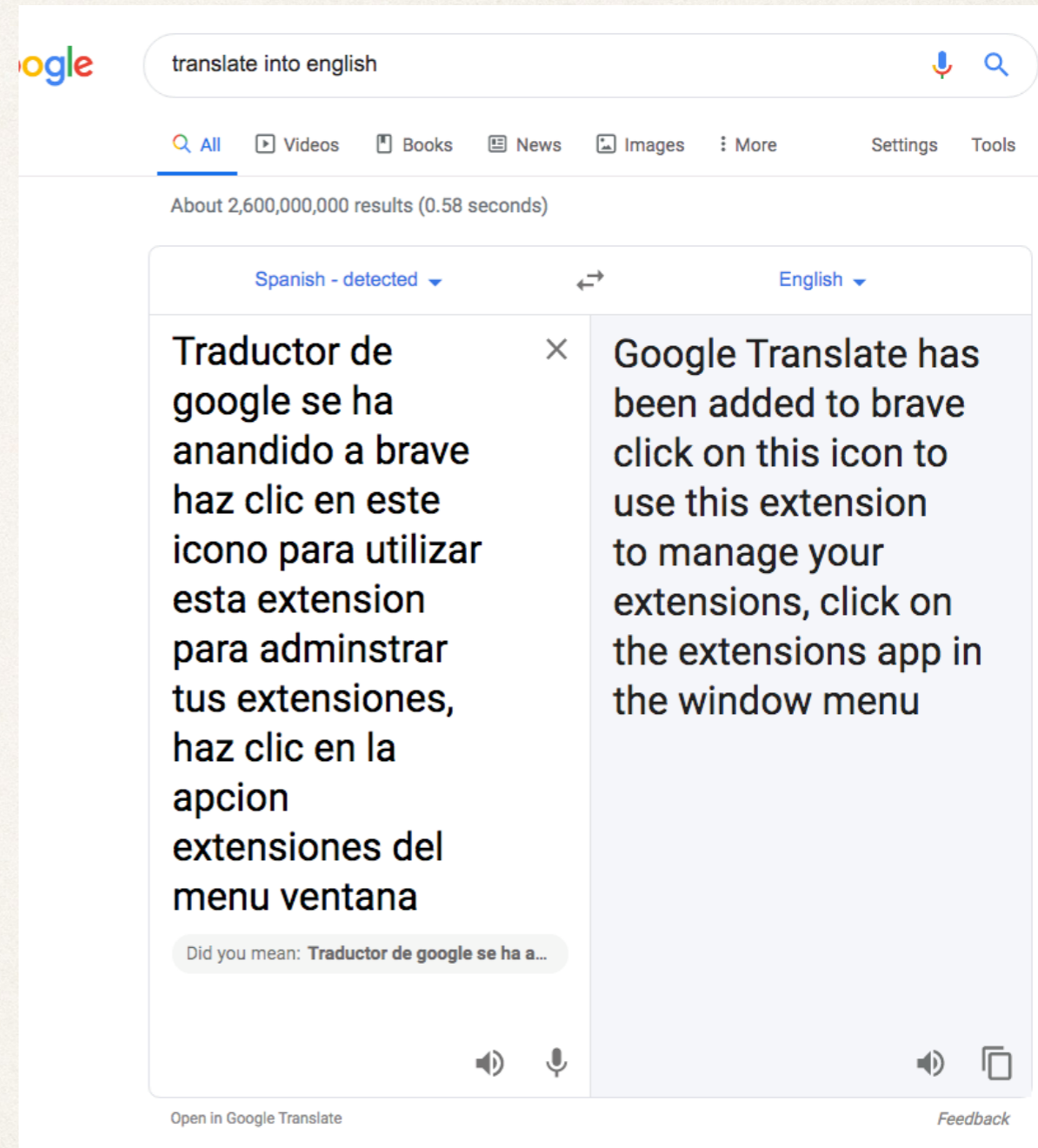
<https://www.pewresearch.org/internet/fact-sheet/mobile/>



Non-English  
speakers know  
something English  
speakers don't

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Technology lets you  
read any language in  
your native tongue



❖ Digital Publication with Translation Tools



# Web Content Accessibility 2.0

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- ❖ 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.





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



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

© Mar Vista Community Council. All rights reserved.

P.O. Box 66672  
Mar Vista, CA 90066  
Accessibility  
Privacy Policy

[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.

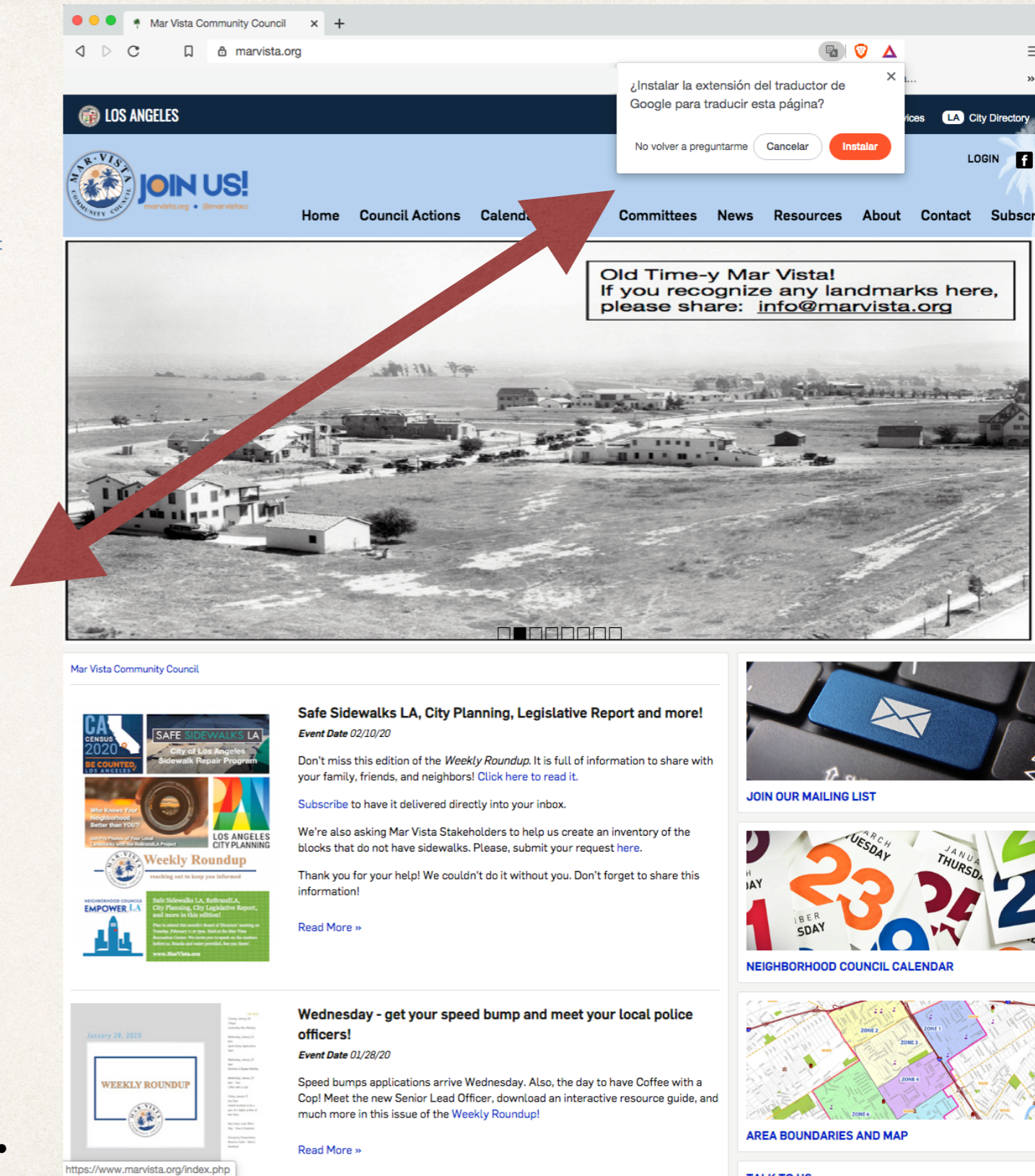
Every word coded as "text" can be translated.

Even words within images can be translated.

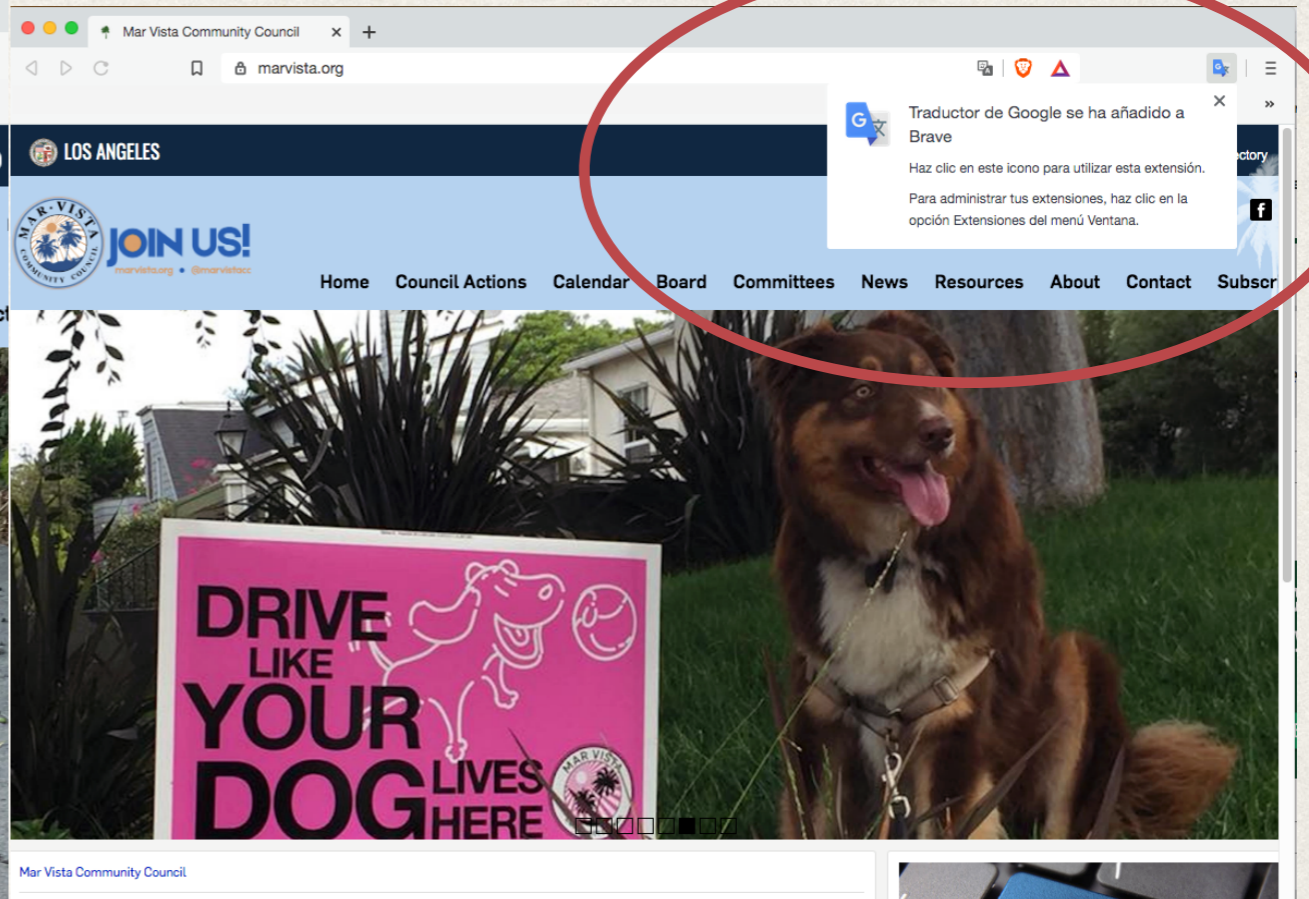
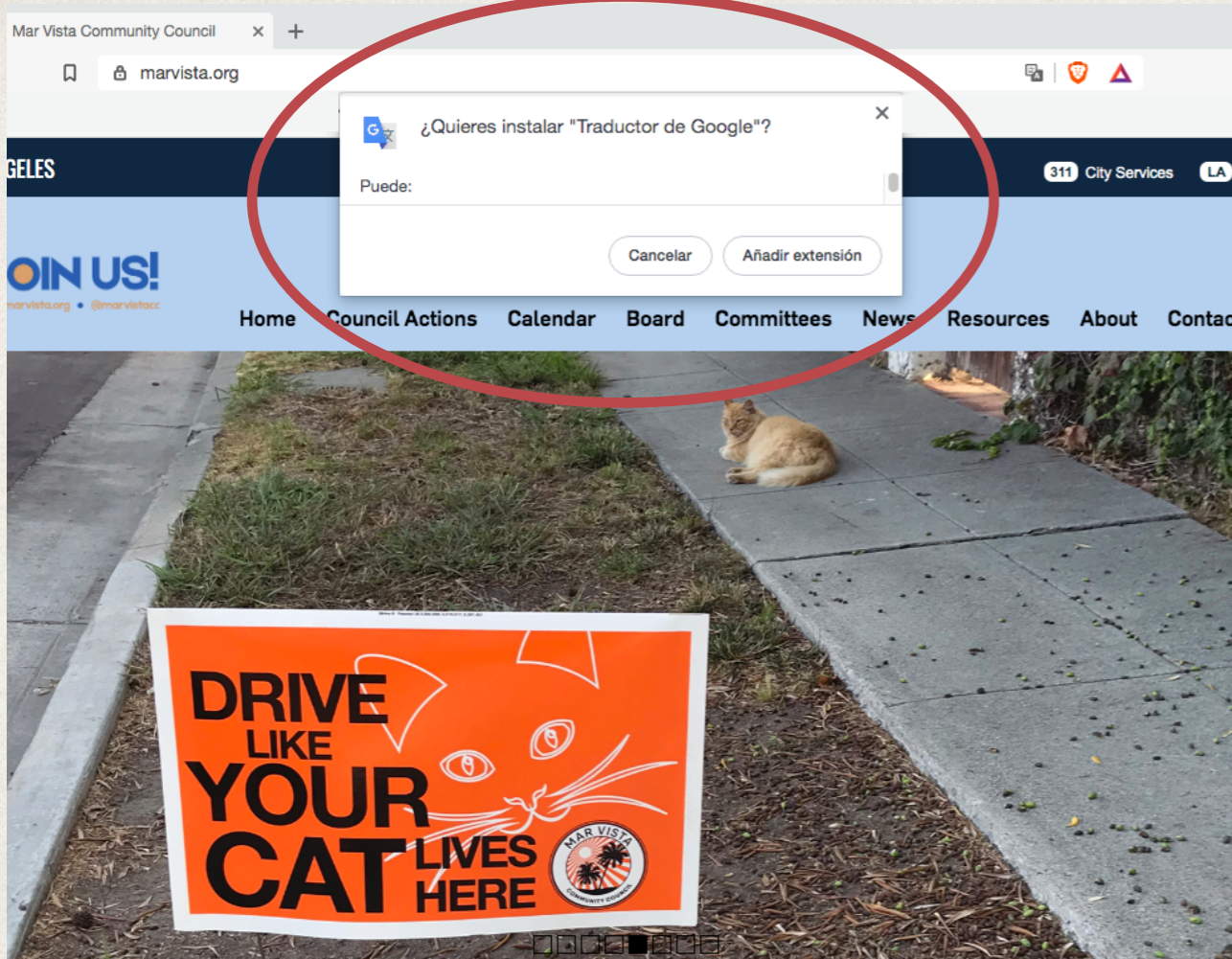


# Auto-install

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.







Safe Sidewalks LA, City Planning, Legislative Report and more!  
Event Date 02/10/20

Don't miss this edition of the *Weekly Roundup*. It is full of information to share with your family, friends, and neighbors! [Click here to read it.](#)

[Subscribe](#) to have it delivered directly into your inbox.

We're also asking Mar Vista Stakeholders to help us create an inventory of the blocks that do not have sidewalks. Please, submit your request [here](#).

Thank you for your help! We couldn't do it without you. Don't forget to share this information!

[Read More »](#)

Wednesday - get your speed bump and meet your local police officers!  
Event Date 01/28/20

Speed bumps applications arrive Wednesday. Also, the day to have Coffee with a Cop! Meet the new Senior Lead Officer, download an interactive resource guide, and much more in this issue of the *Weekly Roundup*!

[Read More »](#)

JOIN OUR MAILING LIST

NEIGHBORHOOD COUNCIL CALENDAR

AREA BOUNDARIES AND MAP

Google translate into english

About 2,600,000,000 results (0.58 seconds)

Spanish - detected English

Traductor de google se ha anandido a brave haz clic en este icono para utilizar esta extension para adminstrar tus extensiones, haz clic en la apcion extensiones del menu ventana

Google Translate has been added to brave click on this icon to use this extension to manage your extensions, click on the extensions app in the window menu

Did you mean: Traductor de google se ha a...

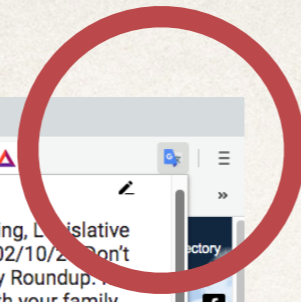
Open in Google Translate Feedback



# Install Complete

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

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



The screenshot shows the Mar Vista Community Council website in a browser. A Google Translate popup is visible, showing the English text: "Safe Sidewalks LA, City Planning, Legislative Report and more! Event Date 02/10/20... Don't miss this edition of the Weekly Roundup... full of information to share with your family, friends, and neighbors! Click here to read it. Subscribe to have it delivered directly into your inbox. We're also asking Mar Vista Stakeholders to help us create an inventory of the blocks that do not have sidewalks. Please, submit your request here. Thank you for your help! We couldn't do it without you. Don't forget to share this information!" and the Spanish translation: "¡Aceras seguras en LA, planificación de la ciudad, informe legislativo y más! Fecha del evento 10/02/20 No te pierdas esta edición del Resumen semanal. ¡Está lleno de información para compartir con su familia, amigos y vecinos! Haga clic aquí para leerlo. Suscríbese para recibirlo directamente en su bandeja de entrada. También estamos pidiendo a las partes interesadas de Mar Vista que nos ayuden a crear un inventario de los bloques que no tienen aceras. Por favor, envíe su solicitud aquí. ¡Gracias por tu ayuda! No podríamos hacerlo sin ti. ¡No olvides compartir esta información!"

The website content includes a header with "LOS ANGELES" and "JOIN US!" buttons, a navigation menu with "Home", "Council Actions", "Calendar", "Board", and "Contact", and a main banner image of a residential area. Below the banner, there are several news items:

- Safe Sidewalks LA, City Planning, Legislative Report and more!**  
Event Date 02/10/20  
Don't miss this edition of the *Weekly Roundup*. It is full of information to share with your family, friends, and neighbors! [Click here to read it.](#)  
Subscribe to have it delivered directly into your inbox.  
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Speed bumps applications arrive Wednesday. Also, the day to have Coffee with a Cop! Meet the new Senior Lead Officer, download an interactive resource guide, and much more in this issue of the *Weekly Roundup*!  
[Read More »](#)

On the right side of the page, there are three promotional cards:

- JOIN OUR MAILING LIST**: Accompanied by an image of a keyboard key with an envelope icon.
- NEIGHBORHOOD COUNCIL CALENDAR**: Accompanied by an image of a calendar showing days like Tuesday, Wednesday, Thursday, and Friday.
- AREA BOUNDARIES AND MAP**: Accompanied by a map showing various colored zones (ZONE 1 through ZONE 6).



# 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/>

The screenshot shows the Mar Vista Community Council website (marvista.org) with a language selection menu open on the right. The menu lists 103 languages, including hebreo, hindi, hmong, húngaro, igbo, indonesio, inglés, irlandés, islandés, italiano, japonés, javanés, kazajo, kirguís, kurdo, lao, latín, letón, lituano, luxemburgués, macedonio, malayalam, malayo, malgache, maltés, maorí, maratí, mongol, neerlandés, nepalí, noruego, panyabí, pastún, persa, polaco, portugués, rumano, ruso, samoano, serbio, sesoto, shona, sindhi, somalí, suajilí, sueco, sundanés, tagalo, tailandés, tamil, tayiko, telugu, turco, ucraniano, urdu, uzbeco, vietnamita, xhosa, yidis, yoruba, and zulú. The website content includes a 'Safe Sidewalks LA, City Planning, Legislative Report and Event Date 02/10/20' article, a 'Weekly Roundup' section, and a 'Wednesday - get your speed bump and meet your local police officers!' event announcement. A red oval highlights the language selection menu.



Calendar | Mar Vista Community

marvista.org/calendar.php

LOS ANGELES

MAR VISTA COMMUNITY COUNCIL

Home Council Actions Calendar Board Com

Mar Vista Community Council | Calendar

February, 2020

<< Previous | Next >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	01	02
16	17	18	19	20	21	22
	7:00pm > Emergency Preparedness Subcommittee Meeting		6:30pm > Homeless Issues Subcommittee Meeting	6:30pm Outreach Committee Meeting		
23	24	25	26	27	28	29
		7:30pm > Community Plan Subcommittee Meeting	6:00pm Elections & Bylaws Committee Meeting			

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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© 2015 Google - Opciones de extensión - Traductor de Google

> 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**

Safe Sidewalks LA, City Planning Weekly Roundup - MVCC

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

Subscribe Past Issues

MAR VISTA COMMUNITY COUNCIL

MAR VISTA COMMUNITY COUNCIL

Weekly Roundup reaching out to keep you

BOARD AGENDAS/MINUTES COMMITTEES ABOUT

SAFE SIDEWALKS

City of Los Angeles Sidewalk Repair Program

Public Review & Comment Period Ends Monday, February 24, 2020

The Draft Environment 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** [View Agenda](#)

**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.

inglés

Public Review & Comment Period Ends Monday, February 24, 2020 The Draft Environment 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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# What if no devices?

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# Mar Vista Library to the Rescue



## 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 ACCEPTABLE \(PDF\)](#)

[NORMATIVA DE USO ACCEPTABLE PARA WI-FI \(PDF\)](#)

[LOS PRIVILEGIOS DE ACCESO DE INTERNET PARA SU HIJO \(PDF\)](#)

[NORMAS DE SEGURIDAD INFANTIL EN INTERNET \(PDF\)](#)



How many stakeholders?

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What are the numbers?



# Mar Vista ACS Demographic 2019

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- ❖ Population: 51,338 (down from 2016 of 53,346)
  - ❖ Food Stamps: 707 (<1.4%)  
*Los Angeles: 9.8%\**
  - ❖ Below Poverty Level: 2,320 (4.5%)  
*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/1uupIXEGEC8UIFOCQiyIPH9q7JmETn\\_Cx](https://drive.google.com/drive/folders/1uupIXEGEC8UIFOCQiyIPH9q7JmETn_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

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- ❖ 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://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

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- ❖ 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**.

The logo for the United States Census 2020 is displayed on a dark blue rectangular background. The text "United States" is in a smaller, white, sans-serif font at the top, followed by a registered trademark symbol (®). Below it, the word "Census" is written in a large, bold, white, sans-serif font. At the bottom, the year "2020" is also in a large, bold, white, sans-serif font.

United States<sup>®</sup>  
Census  
2020

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



# Recap & Solution

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- ❖ 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

