

Annual Report on Implementation of Language Access

For the New York City Mayor's Office Calendar Year 2020

This annual report provides an update on the agency's implementation of its Language Access Implementation Plan, as required by Local Law 30 (2017). The report covers activity during Calendar Year 2020.

Agency Information

Agency name	New York City's Mayor's Office
Name of the agency's Language Access Coordinator (LAC) and all office titles held by this individual.	Kenneth Lo, Deputy Director of Language Access, MOIA
Link to the agency's Language Access Implementation Plan (LAIP) posted on the agency's website.	https://www1.nyc.gov/assets/immigrants/downloads/pdf/MOLAIP2020.pdf
Year the LAIP was last updated	2020

Introduction

The New York City Mayor's Office (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 subject to LL30). 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 2019, MOIA worked with mayoral offices to develop a Mayor's Office Language Access Implementation Plan (LAIP), which was published in 2020.

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 and translating the documents most-commonly distributed to the public that contain important and necessary information regarding the provision of basic City services into the 10 designated Citywide languages;
- Providing telephonic interpretation services in at least 100 languages;
- Developing and implementing a language access implementation plan and 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) provides language services, including telephonic interpretation, in-person interpretation, and translation, to mayoral offices. Each covered office has appointed 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 implement the Mayor's Office LAIP.

This annual report, required by LL30, describes the substantial steps the Mayor's Office took to improve language access in calendar year (CY) 2020. The COVID-19 pandemic has magnified the disparities within our City and the barriers New Yorkers who have LEP face in accessing information. Although it has been a challenging year and there is more work to do to improve language access, units across the Mayor's Office were able to adapt and continued providing multilingual information and services during a time when multilingual communication and outreach was critical. MOIA was able to meet the heightened demand for translation and interpretation services and shifted how it engaged with and provided multilingual information to individuals who have LEP. Additionally, MOIA consulted with and provided technical assistance to offices on how to integrate language access into their programs, services, technology, and events. The following section describes the language access accomplishments of the Mayor's Office in CY 2020.

Mayor's Office 2020 Language Access Accomplishments

The Mayor's Office took substantial steps to improve language access in 2020 by: strengthening their language access infrastructure – the tools and resources needed to deliver language services – across the covered offices; providing language services; and conducting multilingual outreach.

Strengthening Language Access Infrastructure

With MOIA's support, mayoral offices continued to build out their language access infrastructure and respond to the challenges of COVID-19. Some of the ways in which the Mayor's Office adapted and expanded capacity include:

- Expanding MOIA's language services budget to meet increased demand, managing and utilizing pro bono translation resources for COVID-19 materials, and working closely with its vendor to ensure rapid and accurate translations of critical COVID-19 information;
- Developing guidance and providing technical assistance on making agency websites and digital resources more accessible and how to use interpretation on virtual meeting platforms;
- Hosting town halls, webinars, Know Your Rights (KYR) presentations and forums;
- Utilizing MOIA's guidance to integrate language access considerations (such as plain language and formatting) while producing new content or materials;
- Identifying most commonly distributed documents and translating materials into the 10 designated LL30 languages;
- Distributing LL30 information and tools for staff members to utilize when interacting with LEP New Yorkers;
- Designating individuals at each mayoral office to receive 311 complaints and determined a protocol for processing language access complaints. This includes a plan for how complaints are received and resolved; and
- Posting the Mayor's Office Language Access Implementation Plan on mayoral office websites.

Several mayoral offices took additional steps to strengthen their language access infrastructure, including providing language access training to staff, acquiring additional resources to facilitate language access, and improving website digital accessibility for New Yorkers who have LEP, as highlighted in Chart 1.

**Chart 1: Strengthening Language Access Infrastructure:
Examples of Mayor’s Office Accomplishments**

Mayoral Office	Accomplishments
Citywide Event Coordination and Management (CECM)	<ul style="list-style-type: none"> • Posted language and disability access information on its website.
Mayor’s Office of Criminal Justice (MOCJ)	<ul style="list-style-type: none"> • Trained all staff members to identify and determine what projects and public-facing documents require translation. • Held two office-wide trainings on language access to familiarize staff with obligations under LL30 and highlight the importance of incorporating language accessibility and inclusion into their work.
Mayor’s Office of Immigrant Affairs (MOIA)	<ul style="list-style-type: none"> • Launched a pilot project to use a technology vendor, Smartling, to deliver MOIA’s website into the ten LL30 languages using professional linguists instead of standard machine translation. • This updated translated website went live in March 2020 and had a significant impact, especially by offering quality translations of MOIA’s COVID-19 Resource for Immigrant Communities. From April to July 2020, the translated website made up 25% of all web traffic. By the end of the year, the translated COVID-19 site received 20% of all traffic. MOIA is the only agency in local government to employ this service in 10 languages in the country. • Collaborated with the Mayor’s Office of the Chief Technology Officer (MOCTO) on several projects, including integrating multilingual navigation into a project to use tablets to support and connect seniors living in NYCHA residences and isolated by COVID.
Mayor’s Office to Protect Tenants (MOPT)	<ul style="list-style-type: none"> • Launched the online, self-service Tenant Resource Portal in English and Spanish. The portal offers a directory of all public and private resources for tenants in NYC. The resources and information can also be accessed by tenants in their identified language by calling 311 and the Tenant Helpline.
Mayor’s Office of Sustainability	<ul style="list-style-type: none"> • Updated its website to provide social content in Spanish.
Public Design Commission	<ul style="list-style-type: none"> • Offered (and continues to offer) language services on its website and monthly design review agendas.
ThriveNYC (Note: in 2021, ThriveNYC became the Mayor’s Office of Community Mental Health).	<ul style="list-style-type: none"> • Shared 100+ translated materials and guidance on its website. • Promoted mental health for all New Yorkers through the NYC Well program with direct support in several languages and supplemented by telephonic interpretation services.

Providing Language Services

MOIA’s Language Services Team (LST) supports multilingual communications needs across MOIA and mayoral offices. The LST manages contracts with vendors that provide translation, telephonic interpretation and in-person interpretation and provides these services to mayoral offices.

Translation Services

In 2020, the LST managed an historic surge of demand for rapid response translations during the height of COVID and ensured that COVID materials developed by mayoral offices and City Hall were quickly and accurately translated. As Chart 2 indicates, MOIA delivered nearly 200% more translations in CY20 than in CY19, with the biggest surge in translations occurring from March through June. The word count of translated materials increased by nearly 130%, an indicator of an increase in the number as well as the length and complexity of materials. MOIA translated materials into 45 languages, while key COVID documents were consistently translated in over 26 languages. 55% of translation requests originated from within MOIA, with the balance coming from other mayoral offices, City Hall, and other City agencies.

Chart 2: Comparison of Translation Services from CY19 to CY20

Translation Services	CY19	CY20	% Increase
Delivered Translations	1430	3800	166%
Source Documents	559	696	25%
Word Counts	903,863	2,053,508	127%
Languages	46	45	-2%
# of agencies served	28	36	29%

MOIA translated a range of materials in CY20. These translations, coupled with MOIA’s multi-pronged strategies to disseminate information to immigrant communities, including through outreach events, community and ethnic media roundtables, and social media amplification, enabled New Yorkers who have LEP to access critical information about a range of topics. For example, the LST translated key messages from communications and press updates from City Hall, often produced and disseminated in the form of sharable graphics and social media copy, which became an integral tool for quickly amplifying new guidance and resources through digital outreach channels. This time-sensitive content ranged from decisions on “New York on PAUSE,” the State’s executive order to close businesses, limit gatherings, and promote social distancing, to Citywide initiatives including addressing stigma and discrimination. MOIA also translated its COVID-19 resource guide for immigrant communities into 26 languages. With its technology vendor, Smartling, the LST ensured its translated webpages were updated to reflect frequently-changing English content. Additionally, MOIA translated other key materials into at least the LL30 languages, including one-pagers on topics such as “Driver’s Licenses for All” and “Know Your Rights with ICE;” NYC Care presentations and materials; public charge updates; and special election KYR information.

MOIA also provided continued support to mayoral offices and initiatives by assisting in translating key documents such as:

- Civic Engagement Commission (CEC): Commissioner’s public notice and proposed methodology for poll site language assistance program
- Democracy NYC: special election informational materials.
- MOCJ: discharge booklets, how to pay bail pamphlets, as well as Mayor’s Action Plan flyers and brochures.
- Mayor’s Office of Environmental Remediation (MOER): cleanup program factsheets that were being widely distributed to property owners who live near development projects.
- Mayor’s Office of Media Entertainment (MOME): resident notification letters on parking and film production, as well as signage into the LL30 languages and Hebrew.
- MOPT: eviction prevention materials and informational content, such as rent laws palm cards.
- Thrive NYC: NYC Spaces to Thrive bookmarks and palm cards (with the New York Public Library), NYC Well hotline promotional materials, and Five from Thrive Creative Activities flyers.

Telephonic Interpretation Services

There was a dramatic increase in telephonic interpretation in 2020, which was used to provide language assistance and information about a variety of initiatives (see Chart 3). The Mayor’s Office of Sustainability’s Get Cool NYC hotline used most of the hours of telephonic interpretation. Get Cool NYC provided free air conditioners to individuals when COVID-19 severely limited access to standard cooling centers, like public libraries and senior centers. Telephonic interpretation also supported MOIA’s legal initiatives programs, constituent services hotline, and outreach as well as engagement with New Yorkers with LEP for a number of other offices. As a result of the nearly 600% increase in the use of telephonic interpretation services across 55 languages, low-income seniors who have LEP were able to receive information about free air conditioners and New Yorkers who have LEP received free legal services, and information about various programs, such as the GetFoodNYC program and the COVID-19 Relief Fund.

Chart 3: Comparison of Telephonic Interpretation Services from CY19 to CY20

Telephonic Interpretation	CY19	CY20	% Increase
Total calls	1638	11,455	599%
Hours of interpretation	493	2,783	465%
Languages	41	55	34%
# of agencies served	10	21	110%

In-Person and Virtual Interpretation Services

While in-person interpretation requests ceased at the height of the pandemic, MOIA was able to adapt to virtual platforms to ensure that town halls, webinars, Know Your Rights presentations, and forums were still accessible in other languages via platforms such as Webex and Zoom, which both connect to Facebook Live. Chart 4 highlights the change in interpretation services from CY19 to CY20. In addition to MOIA’s events (described on pages 9-10), the LST provided interpretation for:

- Community Affairs Unit (CAU) at events including, but not limited to Town Halls; an Indigenous Languages Round Table; an Open Restaurant Workshop; and a Manhattan Detention Center Info Session;
- The NYC Census Office for Day of Action and KYR events;
- MOCJ at resource and job fairs;
- MOPT for their Queens Housing Series forums; and
- NYC Service at webinars to promote mental health in the workplace, volunteer program trainings, and a mayoral services recognition event.

Chart 4: Comparison of Interpretation Services from CY19 to CY20

In-person/virtual interpretation	CY19	CY20	% Increase
Total events/requests	135	90	-33%
Number of interpreters	371	210	-43%
Languages	21	13	-38%
# of agencies served	11	7	-36%

Conducting Multilingual Outreach

During the pandemic, it has been critical to quickly disseminate multilingual information about COVID-19 and services to New Yorkers with LEP. To effectively engage with immigrant communities, MOIA and other mayoral offices shifted their community engagement efforts to digital outreach and virtual events. MOIA also supported offices by providing guidance and best practices on how to host events with virtual interpretation. 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.

MOIA’s Digital Outreach

MOIA created and disseminated graphics about resources available to all New Yorkers in up to 30 languages, rapid translations of key updates, and in-language videos and audio messages recorded by staff. Working with local artists and designers, these digital tools addressed concerns facing community members, such as the (now defunct) public charge rule, food

insecurity, housing concerns, and guidance for social distancing. These graphics were critical to providing support and information during the pandemic and instilling confidence among immigrant communities in accessing City resources such as COVID-19 testing, health and mental health services, legal help, small business support, and information on workers' rights, among others.

MOIA's Virtual Events

MOIA organized 329 online community Town Halls, KYR presentations, stakeholder meetings, community and ethnic media roundtables, and other virtual events. These virtual events were organized in partnership with sister agencies, community-based organizations, houses of worship, consulates, and other trusted messengers. Topics included immigration policy issues, MOIA programs, and City resources such as COVID 19 testing, NYC Care, NYC Well, GetFoodNYC, City and State housing and rental assistance programs, small business support services, burial assistance, and IDNYC renewals and program updates, among other topics. The visual presentations were translated into six languages (Arabic, simplified and traditional Chinese, Bangla, Haitian Creole, Russian, and Spanish), and included interpretation and speakers in other languages including Portuguese, Tibetan, Urdu, Nepali, Persian, West African Krio, and all three major dialects of Chinese (Mandarin, Cantonese, and Fujianese).

MOIA's Know Your Rights Forums

MOIA conducts and funds organizations to conduct KYR forums to ensure that immigrant New Yorkers understand their rights and protections under the law and are empowered to fully participate in civil life. During COVID-19, KYR forums helped immigrant New Yorkers receive timely information on programs and resources at the federal, state, and city levels, as well as navigate the constant influx of information about COVID-19-related services to address their critical needs. In 2020, KYR events were conducted in over 20 languages, including Arabic, Bengali, Burmese, Cantonese, French, Haitian Creole, Korean, Mandarin, Mandingo, Polish, Russian, Spanish, Tagalog, Tibetan, and Urdu. In 2020, MOIA conducted 631 forums, engaging 12,332 participants and 160,000 livestream viewers.

MOIA's Community and Ethnic Media Roundtables

In 2020, MOIA hosted 15 community and ethnic media roundtables attended by an average of 20 reporters representing a range of hyperlocal and community-specific newspapers, news websites, radio stations, and television stations. These discussions were also livestreamed to MOIA's Facebook page and promoted to community members to tune in and ask questions. Topics for the roundtable discussions ranged from COVID-19 testing and vaccination and reopening guidelines to civic engagement and racial inclusion and equity.

Additional Multilingual Outreach Efforts by Mayoral Offices

In 2020, MOIA conducted extensive outreach about IDNYC. For example, MOIA shared information about IDNYC and other City resources with the NYC Department of Consumer and Worker Protection (DCWP) at the Peruvian Consulate of NY. The event was hosted in Quechua, reflecting the City's commitment to provide more accessibility and visibility to Indigenous populations across NYC. In addition, prior to the pandemic, MOIA and community partners,

including the Endangered Language Alliance, hosted a multilingual night of song, poetry, and culture at the Surrogates Courthouse in February 2020. During the event, MOIA unveiled an innovative series of public service announcements (PSAs) about the IDNYC program, filmed in 15 languages: Arabic, Fulani, Garifuna, Indonesian, K'iche, Kichwa, Mande, Mixteco, Nepali, Punjabi, Tagalog, Thai, Uzbek, Wolof and Yiddish. These videos were filmed in the "Blue Room" in City Hall, sending a clear message of affirmation to immigrant communities. Each video was shared online and at outreach events to promote the programs to speakers of each respective language.

Additionally, CAU worked closely with MOIA and other city agencies to provide in-language information and workshops on COVID-19 related information and services; MOPT created a social media toolkit including graphics and information to help promote the office's initiatives in LL30 languages; and NYC Service included an option for interpretation services during all of the virtual public events it hosted.

Language Access Goals and Milestones for Calendar Year 2021

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 provide technical assistance and consultation to help offices advance language access and ensure the accessibility of their communications/services. MOIA will develop and disseminate a one-pager for mayoral offices on language access and LL30 obligations, language services resources available and how to utilize those resources, and the role of the language access liaison as part of transition planning for the next Administration to facilitate the institutionalization and integration of language access. 	Ongoing Q3-4, 2021
Language Access Training	<ul style="list-style-type: none"> MOIA will provide a language access training to mayoral office language access liaisons. 	Q1, 2021

Appendix

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

Mayor's Office for People with Disabilities (MOPD)

The Mayor's Office for People with Disabilities (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.

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.

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.

Office of Climate Policy and Programs (CPP)

The Mayor's Office of Climate Policy and Programs leads New York City's fight against climate change and manages OneNYC 2050, New York City's Green New Deal and a long-term strategy to secure our city's future against the challenges of today and tomorrow, with bold actions to confront our climate crisis, achieve equity, and strengthen our democracy.

Environmental Coordination (MOEC)

The Office assists City agencies in carrying out their environmental review responsibilities. In addition to being the repository for all City Environmental Quality Review (CEQR) documents, the Mayor's Office of Environmental Coordination serves as the City's liaison to state and federal agencies on environmental matters and advises the Mayor on matters of environmental policy.

Mayor's Office of Resiliency (MOR)

The Mayor's Office of Resiliency 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.

Office of Sustainability

The Mayor's Office of Sustainability is dedicated to making New York City greener and fairer, and reaching zero waste and carbon, through policies, programs, and direct outreach and engagement.

Community Affairs Unit (CAU)

The Mayor's Community Affairs Unit 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 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)

The Mayor's Office of Criminal Justice 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 to Protect Tenants (MOPT)

The Mayor's Office to Protect Tenants (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 newly established office will work across City agencies to make existing anti-harassment and anti-displacement programs better, and create new strategies to root out abuse.

Office of Environmental Remediation (OER)

The New York City Mayor's Office of Environmental Remediation is a team of scientists and engineers that design and operate municipal programs to promote cleanup and redevelopment of vacant contaminated land in New York City.

Office of Immigrant Affairs (MOIA)

The mission of the New York City Mayor's Office of Immigrant Affairs 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.

Office of Special Enforcement (OSE)

The Mayor's Office of Special Enforcement (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 and First Lady's commitment to honor the diverse communities of our City, the Mayor's Office of Special Projects and Community Events 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 Public Design Commission (PDC) 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.

Thrive NYC (now known as the Mayor's Office of Community Mental Health)

ThriveNYC works to ensure that every New Yorker has access to mental health support, whenever and wherever they need it. ThriveNYC 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.