

Navigating Parallel Universes: Why Translation Alone Isn't Enough

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BAYREN

Contra Costa
Alameda
Marin
Napa
San Francisco

San Mateo
Santa Clara
Solano
Sonoma



8

million residents



160

languages





3

million people primarily speaking a different
language

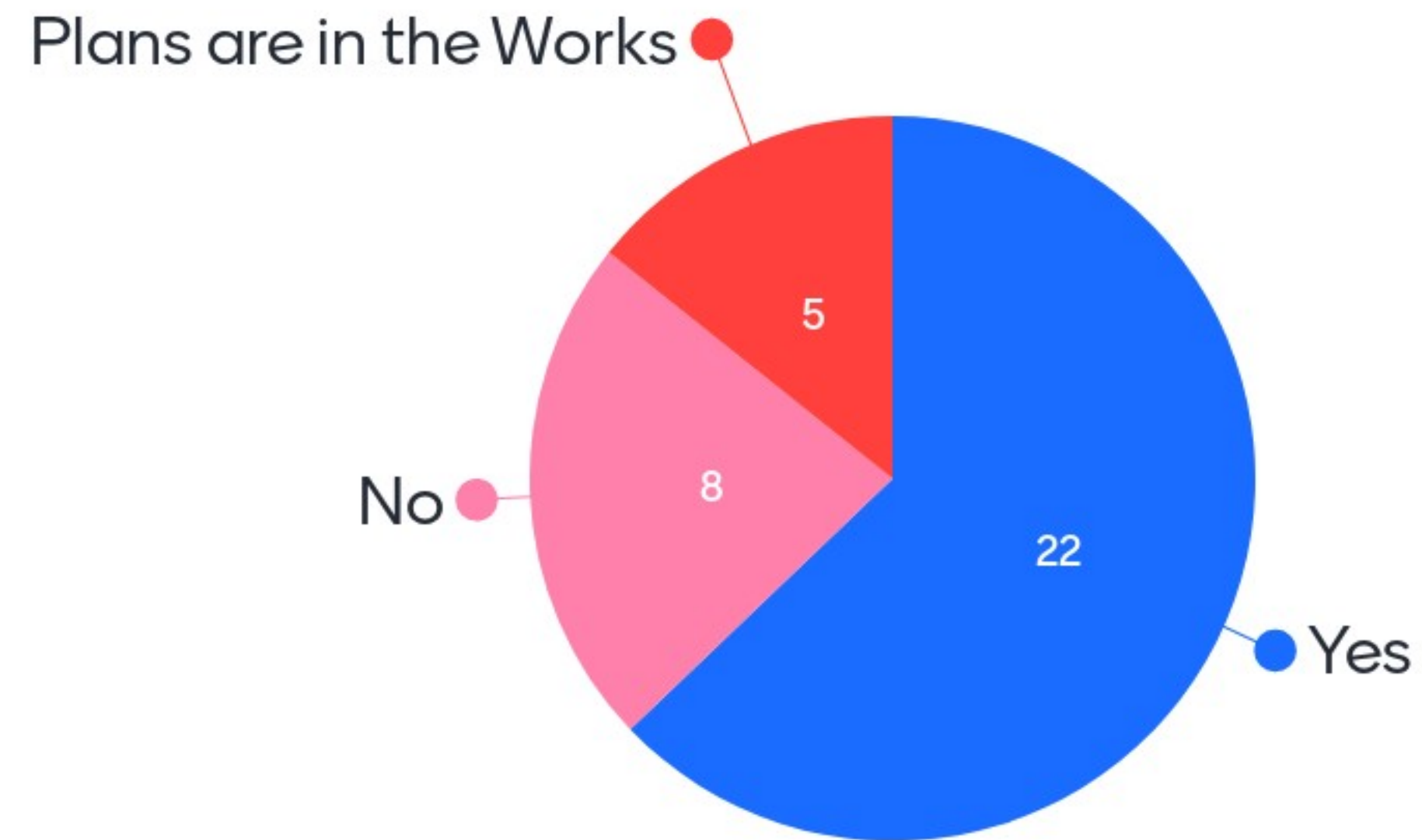


Instructions

What languages are significantly used in your community?



Have you hosted non English or bilingual events?



Briefly share your experience (if any) with multilingual events.

37

Answers

Inclusive

Empowering

Accessibility

Inclusive

Closer connection with the audience

Feelings of inclusion, acceptance, and representation.

Complicated to coordinate

Time-consuming

Difficult!

Briefly share your experience (if any) with multilingual events. 37 Answers

Visibility

Equality

Patience

Tools don't match multilingual needs

Spanish

Accessibility

Nervousness

Folks are distrusting of government.
Occasionally hostile during community
events

Greater quality of input

Briefly share your experience (if any) with multilingual events. 37 Answers

Difficult to promote

Time-consuming

Challenging

Insecurity with language proficiency

Intimidating to organize

Challenging

The use of translator headphones for in person events. And a separate zoom breakout room for virtual.

Unfunded capacity

Helpful

Briefly share your experience (if any) with multilingual events. 37 Answers

Awkward and difficult

Leveraging trusted program partners.

Illuminating.

Empowering

Inclusive

Still not enough

Trust building

Inclusive

Delays

Briefly share your experience (if any) with multilingual events. 37 Answers

Communicating technical / scientific
information in an understandable way



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**What communities
have you prioritized
in your outreach
work and why?**



What are some challenges you've encountered?

What are the challenges you've experienced in your multilingual outreach work?

27 Answers

Lack of participation

Accurate web translation

Planning

Lack of budget

Jargon vs everyday communication

Getting translated materials in a timely manner

Building relationships with trusted partners

Time

Funding outreach to ethnicities that are largely represented

What are the challenges you've experienced in your multilingual outreach work?

27 Answers

Finding the right platforms to advertise in

Identifying communities for outreach

Not enough time to build the relationships

Finding the "experts" to deliver the message in appropriate language

Being the only bilingual staff member

Having staff fluent enough to help customers who respond to outreach

Accuracy of translations

Finding someone who speaks "climate" or "sustainability" language in another language

Don't have good website collateral.

What are the challenges you've experienced in your multilingual outreach work?

27 Answers

Picking the right language

Relying on partners takes significant time

Even if the outreach materials are multilingual the program itself is only in English

Intent

Communicating technical / scientific information in an understandable way

Lack of qualified staff

Compensation for community participants

Multiple languages - can't reach them all with the available resources, how to prioritize?

Materials are not accurate or accesible



What tactics have been successful?



What tips do you have for engaging multilingual audiences?

21

Answers

Compensation and incentives

Meeting where people are - senior centers

ID cultural barriers to participation

Meeting them where they are at

Going to them

Additional staff compensation for
multilingual abilities

Coordinating across agencies to group
outreach for multiple program

Be patient and don't get discouraged!
Keep trying

Mailers

What tips do you have for engaging multilingual audiences?

21

Answers

Church newsletters/ announcements

Have facilitators and leaders that look like and represent their communities

Engaging through recognizable visuals. Speaking through cultural references / stories that connect to the community

Using experts (sometimes consultants) that are bilingual and can better translate technical info

Partnering with existing cultural groups

Work with promotoras!! Community leaders and outreach workers

Asking for input from members in the community

Trying to engage faith-based orgs that have non-English members. Find those local leaders

Gift cards for focus group participants

What tips do you have for engaging multilingual audiences? **21** Answers

Hire community leaders aka promotoras

Advocate for language skills when hiring

How do you define success in doing outreach/connecting with communities?



What are some lessons learned?



Thank you! Questions?

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What ideas do you have to increase engagement with contractors who serve non-English speaking communities?