

May 8, 2023



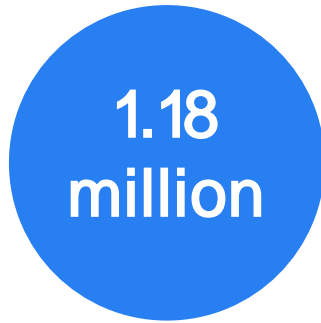
Language Access Plan

Phase A: Internal Needs Assessment & Phase B: Community Needs Assessment

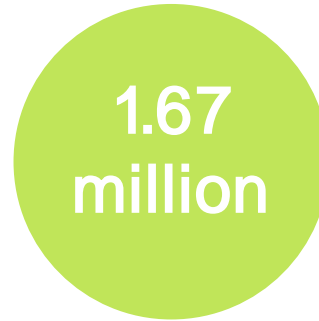
WE ARE MASS SAVE:



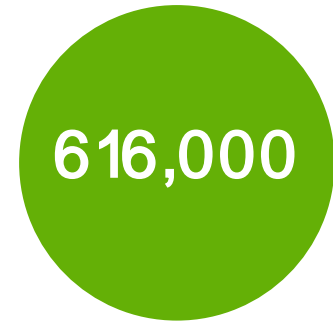
Massachusetts foreign-born & LOTE (languages other than English) populations



residents are
foreign-born and
represent
**16.9% of the total
population**

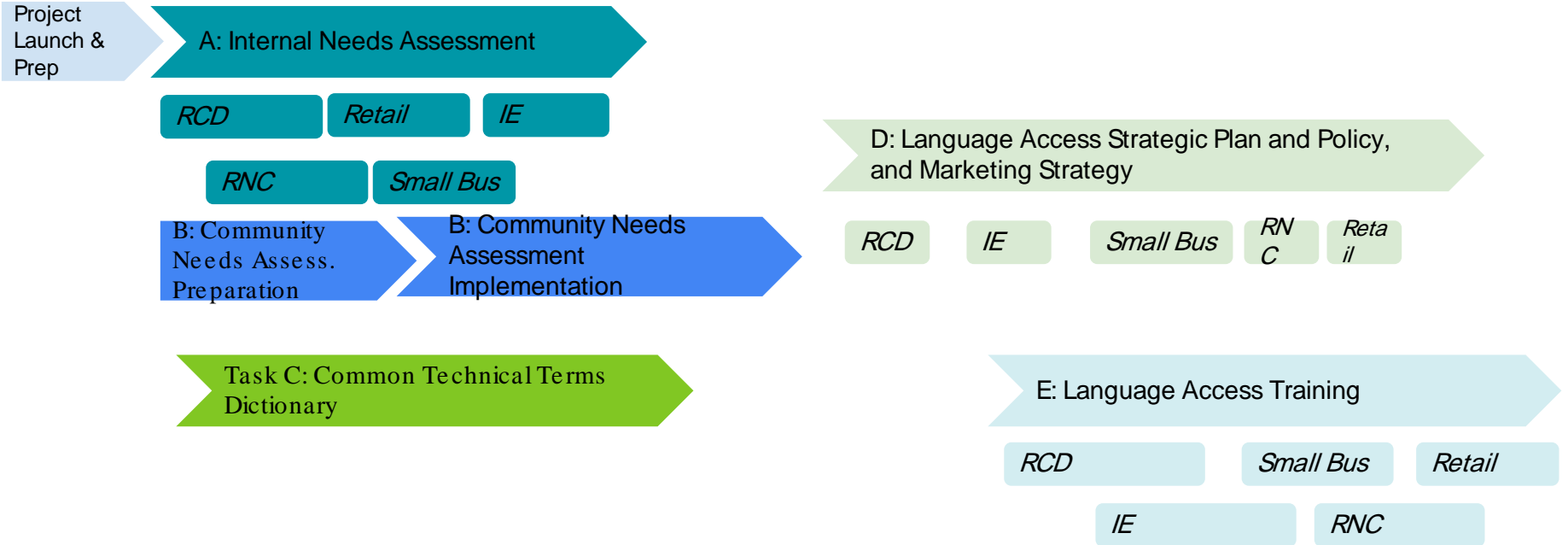
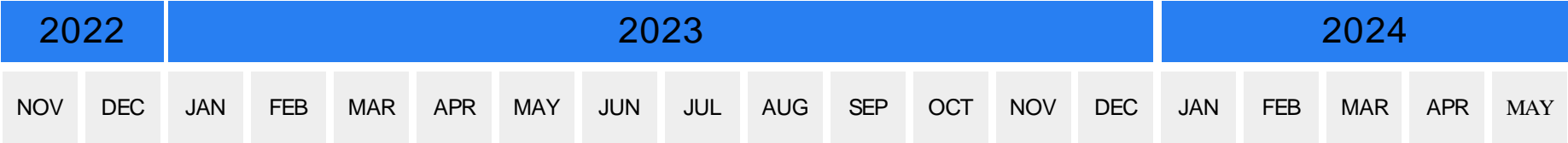


residents who speak a
language other than
English or more than
one language at home
represent **23.9% of
the total population**



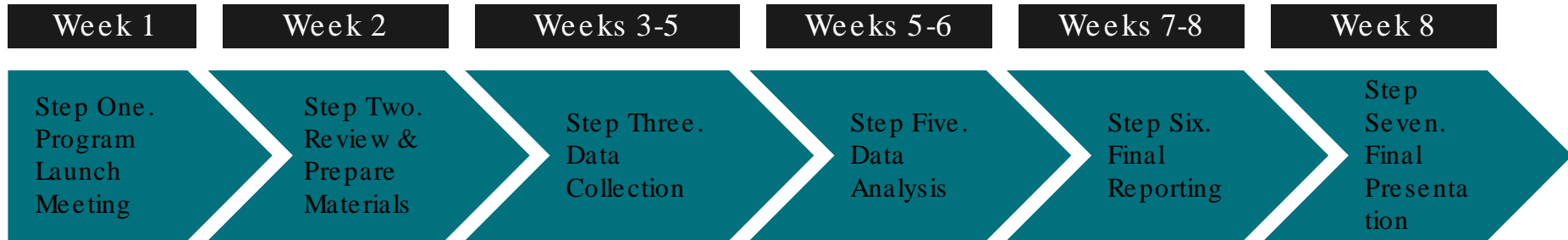
residents are limited
English proficient
(LEP or LOTE) and
represent
**8.8% of total
population**

Project Timeline



Source: Sway B Access

Phase A: Internal Needs Assessment



Goals:

1. Identify existing internal best practices, operations, processes and infrastructure to support language access
2. Identify current gaps, challenges, and bottlenecks in serving LOTE customers
3. Identify opportunities to refine and strengthen LOTE customer journeys, including specific implementation strategies for program staff and vendors

Vendor Interviews

PA Staff Interviews

Vendor Survey

PA Program Staff Survey

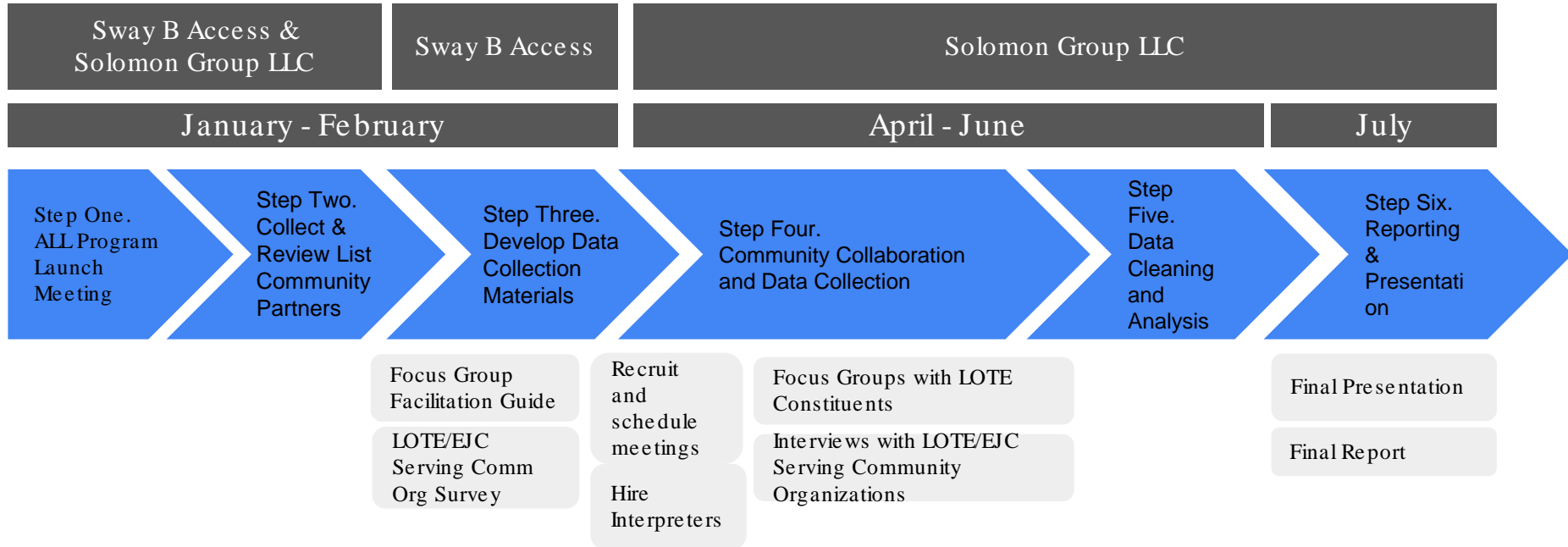
Demographic Data Analysis

Final Presentation

Final Report

Source: Sway B Access

Phase B: Community Engagement & Needs Assessment



How will we use LAP Findings and Recommendations?



(illustrative examples; not yet confirmed)

Marketing & Outreach

Examples: Translate webpages into XYZ languages, send mailers in X&Y languages to A&B communities, ensure cultural relevance in messaging and imagery, collaborate with community groups to generate leads, etc.

Standardize Intake

Examples: Hire call center employees trained in XYZ languages, implement policy for call centers for warm handoffs, ensure staff know all language services, tools, and policies etc.

Assessment Consistency

Examples: Require LV's to hire bilingual auditors, standardize translation service or tool used in assessments if bilingual auditor is not available, etc.

Tracking and EM&V

Examples: Track all outreach, participation, drop-off, and savings and compare to the same metrics for English-proficient customers, conduct interviews with participants and non-participants to find areas for continual improvement, etc.

Ongoing Research

Examples: Research changing demographics across MA and at PA service territory level, etc.