This presentation premiered at WaterSmart Innovations
Water Conservation for Non English-speaking Customers through New Media

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Demographics

Languages

- Think of the languages in your area

Southern California Sample

- According to data from the 2000 U.S Census

60.5% only English
39.5% speak another language (either instead of, or in addition to English).
25.8% Spanish and Spanish Creole.
2.6% Chinese
2.0% Tagalog
1.3% Vietnamese
0.9% Korean
0.5% Armenian, Japanese, German, and Persian
Know the Languages in Your Service Area

Languages
- Prioritize languages to limit your work
- Spanish?
- Chinese?

Dialects
- Which Spanish?
- Mexican? Central American? South American?
- Which Chinese?
- Mandarin? Cantonese?
Know Cultures Associated With Languages

Customs
• Government-friendly
• Western/Eastern differences – Korean store owner sample (eye contact)

Habit
• Church or Temple on certain days?
• Soccer at nights?

Perspective
• Fear of Government Agencies
• No documentation
Devise a Plan

Residents
• How? Where?

Professionals
• Organizations?

Business Owners
• Ethnic?
Where Does Group Congregate?

Conventional
- Groups
- Associations
- Places of Worship

Non Conventional
- Swap Meets
- Soccer Fields
- Lottery Stores
- Ethnic Markets
Marketing and Outreach

Traditional (Paper and Analog)

• Letters
• Flyers
• Brochures
• Newsletters
• Television
• Radio
• Ads
• Newspapers
New Media

What is it?

“On demand access to content, anytime, anywhere, on any digital device.” – Wikipedia

Methods

- Digital
- Compressed data
- Interactive
- Manipulated
Facebook

Keep in touch with friends, post photos, links and announcements

- World – 1.3 billion, USA/Canada – 152 million active users
Twitter

Post a message under 140 characters

- 255 million monthly active users
Instagram

Post photos from mobile devices immediately

- 200 million users
Content is King!

So, Where to Turn?

Resources

- Use existing video content
- YouTube - Vimeo
- Form a co-op with other agencies and share content and cost
- Use Students or Interns for translation services
- Organizations/Associations
- Online research
  - Newspapers
  - Periodicals
  - Blogs
Communication without Words

Ideas

• Can you think of ways to convey a message without using language?
• What if you used symbols?
• What about photos?
• What about video content?
Symbols

[Image: Blue square with a white male figure standing, and a dark blue square with a white wheelchair symbol]
Motion Graphics Video

https://www.youtube.com/watch?v=C-S4WRMUqsY
Video Samples
English – Spanish - Chinese

https://www.youtube.com/watch?v=s82W174isjo
Video Sample – Spanish
How to Read Your Water Meter

https://www.youtube.com/watch?v=uk7GgKZdWnM
Hola amigos,
Bienvenidos a mi página de la red. En esta página van a descubrir muchas cosas interesantes.

SÍGANME EN TWITTER

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You are in Control

Prioritize

- How big is your non-English speaking population?
- How many groups do you have?
- What is your budget?
- Set a goal!
- Don’t be discouraged
- Network
Questions?
Thank you!

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