

Loudoun County

VIRGINIA



2023 OVERVIEW OF LOUDOUN COUNTY GOVERNMENT'S

LIMITED ENGLISH PROFICIENCY PLAN

Ensuring that Limited English Proficiency (LEP) Plan individuals have equal and meaningful access to Loudoun County benefits and services

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FY23 Review

Title VI Mandate

Title VI of the Federal Civil Rights Act

- Section 601 of Title VI of the Federal Civil Rights Act of 1964 states: “No person in the United States shall on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”
- In 2000, President Clinton issued Executive Order 13166 **“IMPROVING ACCESS TO SERVICES FOR PERSONS WITH LIMITED ENGLISH PROFICIENCY,”** stating: “... to improve access to federally conducted and federally assisted programs and activities for persons who, as a result of national origin, are limited in their English proficiency (LEP), it is hereby ordered as follows...”
- Accordingly, county governments receiving federal funds must provide language access to members of the public who do not speak English well.

The four keys to Title VI compliance to ensure meaningful access to benefits and services for LEP people include:

- I. Assessment – conduct a thorough assessment of the language needs of the population to be served;
- II. Development of Comprehensive Written Policy on Language Access – develop and implement a comprehensive written policy that will ensure meaningful communication;
- III. Staff Training – take steps to ensure that staff understands the policy and is capable of carrying it out, and;
- IV. Vigilant Monitoring – conduct regular oversight of the language assistance program to ensure that LEP people have meaningful access to programs.

I. Assessment – Cultural Demographics

Race - 2000 to 2021 Loudoun Changes in Population Distribution

Race	2000	2010	2021
White alone	82.8%	68.7%	53.3%
Black or African American alone	6.9%	7.3%	7.6%
American Indian and Alaskan Native alone	0.2%	0.3%	0.3%
Asian alone	5.3%	14.7%	21.9%
Native Hawaiian and Pacific Islander alone	0.1%	0.1%	0.1%
Some Other Race alone	2.3%	4.9%	4.5%
Population of two or more Races	2.4%	4.0%	12.4%

Sources: U.S. Census Bureau, Decennial Census Redistricting Data (P.L. 94-171), Tables PL001 (2000) and PL1 (2010); 2021 1-Year American Community Survey, Table DP05.

Ethnicity - 2000 to 2021 Loudoun Changes in Population Distribution

Hispanic Ethnicity/Origin

From 2000 to 2021, Loudoun's Hispanic population went from a share of 5.9% to 13.9% of the total population.

Source: 2000 Decennial Census, 2021 1-Year American Community Survey Table DP05.

Foreign-Born Population

Loudoun County Foreign-Born Population

About a quarter of Loudoun County's residents were born outside of the United States. From 2000 to 2021, Loudoun's foreign-born population more than doubled from 11.3% to 25.5%.

	2017-21 Distribution
U.S. Born	74.5%
Foreign Born	25.5%

Source: U.S. Census Bureau, 2017 – 2021 American Community Survey 5-year Estimates¹

¹<https://www.census.gov/quickfacts/fact/table/loudouncountyvirginia/PST045222>

I. Assessment – Cultural Demographics

Top Birthplaces of Foreign-Born Residents, 2017-21

Rank	Country	Percent of Foreign-Born Population	Percent of Total Population
1	India	24.8%	6.3%
2	El Salvador	9.1%	2.3%
3	Pakistan	4.9%	1.3%
4	Peru	3.9%	1.0%
5	Vietnam	3.8%	1.0%
6	China	3.7%	0.9%
7	Korea	3.5%	0.9%
8	Philippines	3.0%	0.8%

Source: U.S. Census Bureau, 2021 American Community Survey 5-Year Estimates, Table B05006, Place of Birth for the Foreign-Born Population. Compiled by: Loudoun County Office of Management and Budget.²

World region of birth of foreign-born

Origin of Foreign-Born Population	2017-21
Europe	8.2%
Asia	57.9%
Africa	6.8%
Oceania	0.4%
Latin America	25.8%
Northern America	1.0%

Source: U.S. Census Bureau, 2017 – 2021 American Community Survey 5-year Estimates³

Language other than English spoke at home: 31.7%

Speak English “less than very well”: 10.2% Of the Loudoun residents who do not speak only English at home, speak English “less than very well.” Among those who do not speak English very well, Spanish is by far the most spoken language, with 4 percent of Loudoun’s population falling into this category. The table below shows the top eight groups. Other than Spanish, those speaking English less than very well represent no more than 1 percent of the population.

²<https://www.census.gov/quickfacts/fact/table/loudouncountyvirginia/PST045222>

³<https://data.census.gov/table?g=050XX00US51107&tid=ACST5Y2021.S0502>

I. Assessment – Cultural Demographics

Most Prevalent Languages Among Those Not Speaking English Very Well, 2021	
1.	Spanish
2.	Vietnamese
3.	Telugu
4.	Chinese (including Mandarin, Cantonese
5.	Urdu
6.	Persian (including Farsi, Dari)
7.	Arabic
8.	Korean

Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates, Table B16001, Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over. Compiled by: Loudoun County Office of Management and Budget.

Top Languages Spoken at Home	2021
Spanish	10.1%
Other Indo-European Languages	9.2%
Asian and Pacific Island Languages	9.9%
Other Languages	2.5%

Source: U.S. Census Bureau, 2021 American Community Survey 1-year Estimates Subject Table S1601⁴

⁴<https://data.census.gov/table?g=050XX00US51107&tid=ACST1Y2021.S1601>

II. Policy & Definition

Loudoun County Government's Language Access Policy

LEP POLICY 01 - Established in 2007

Loudoun County departments and its personnel will take reasonable steps to provide Limited English Proficient people with timely and meaningful access to services and benefits.

Defining Limited English Proficient (LEP) Person:

A person who cannot speak, read, write, or understand the English language at a level that permits them to interact effectively with Loudoun County employees while receiving services.

*Note: The county uses this definition to train staff to identify when a language resource is needed during an interaction or by service.



III. Staff Training

Staff Training & Development

Internal Communications & Training

- Monthly New Employee Orientation presentation to staff includes information on the county's cultural demographics, LEP Policy, interpretation & translation contract vendors and instructions on how to use phone interpretation.
- Different types of cultural competency trainings have been provided to staff by the Department of Human Resources.
- Information about language interpretation services is available to all staff members on the employee intranet.
- The county's accessibility services manager serves as a countywide point of contact to assist departments with meeting their clients' language interpretation needs.

Bilingual Staff Recruitment

- The county actively recruits bilingual staff who are able to provide services in other languages.
- A department survey conducted February 2022 indicates there are 358 bilingual staff. 110 bilingual staff increase from a department survey conducted October 2017.
- Departments test bilingual staff (only Spanish) before hire to verify language fluency.
 - o 81 language tests were administered in FY23.
- Bilingual Staff Testing & Interpretation Training Policy (LEP02) clarifies testing requirements. The Accessibility Services Manager is working with county leadership to update the LEP-02 policy in 2024.

IV. Vigilant Monitoring: Vendor Utilization

Multilingual Resources

Language Assistance for Interpretation & Translation Services

The County has foreign language phone interpretation, face-to-face interpretation, and written translation contract vendors.

- Phone Interpretation is available 24/7, 365 days a year. Staff dial an 800 number to reach a phone interpreter. Phones may be put on speaker in office settings or in the field.
- Due to COVID19 pandemic, interpretation on virtual meetings was also added to services.
- Face-to-face interpretation is used when bilingual staff are not available to interpret. Face-to-face interpretation is preferred in clinical settings, for complex conversations and investigations, and for conversations and meetings longer than 30 minutes.
- Written translation of vital documents is recommended in languages spoken by 1,000 or more residents that are limited English proficient.
- A document is considered “vital” to a program based on the critical information, encounter, or service involved and the consequences to the LEP person if the information is not provided accurately or in a timely manner.
- Contract vendor information is centralized for staff on the accessibility portal on the Employee Intranet.

The poster is titled "Loudoun County VIRGINIA INTERPRETATION SERVICES AVAILABLE". It features a blue header with the county logo. Below the header, it states: "Point to your language. An interpreter will be called. The interpreter is provided at no cost to you." The poster lists 12 languages with their respective scripts and a small icon of a person speaking. The languages are: SPANISH (Español), ARABIC (عربي), FARSI (فارسی), URDU (اردو), TELUGU (తెలుగు), HINDI (हिन्दी), FRENCH (Français), VIETNAMESE (Tiếng Việt), KOREAN (한국어), PASHTO (پښتو), PUNJABI (ਪੰਜਾਬੀ), and CHINESE-MANDARIN (中文-普通话). At the bottom, it provides contact information: "This is a publication of Loudoun County Government. If you need this information in an alternative format, call 703-777-0113 or send an email to PublicAffairs@loudoun.gov. June 2023".

IV. Vigilant Monitoring: Vendor Utilization

- The Loudoun County Website offers the public the option to use Google Translate which provides translation in hundreds of languages. The tool is located in the lower right corner of every page.

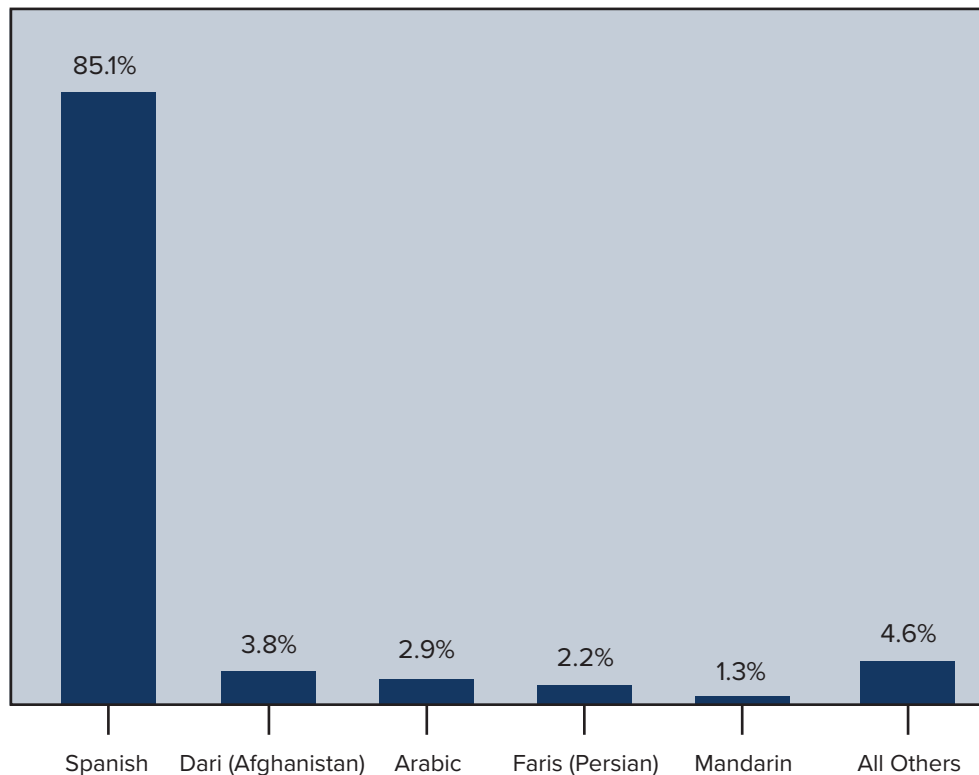
Countywide Phone Interpretation

FY23 Summary:

- Total number of calls: 11,809
- Total number of call minutes: 144,631
- Number of Languages: 42
- \$96,545.26 spent. (Paid by departments based on minutes used)
- Top users by department: Family Services, Fire & Rescue, Sheriff's Office, Juvenile Court Services Unit, and Animal Services
- Top 5 Languages requested: 85% of calls were for Spanish interpretation. Other frequently requested languages include Dari, Arabic, Farsi, and Mandarin.

PERCENT OF MINUTES BY LANGUAGE

Top 5 Languages



IV. Vigilant Monitoring: Outreach and Community Partnership

Outreach and Community Partnership Building

In FY21, the County added a full-time Outreach Coordinator, focused on informing and engaging community members by developing culturally and linguistically appropriate communications and leveraging strategic partnerships with key organizations in the County and the region to help us better reach intended audiences.

Multicultural Advisory Committee

Purpose: The Multicultural Advisory Committee is comprised of volunteer community members from diverse backgrounds. The committee:

- Identifies issues affecting people from culturally and linguistically diverse backgrounds and recommends strategies to address these issues.
- Assists the County with monitoring and implementation of the County's Limited English Proficiency (LEP) initiatives.
- Advises the County on multicultural, multilingual staff recruitment efforts.
- Provides advice and support to projects and cultural events that enhance cross-cultural relations.
- Promotes, where possible, partnerships between the County and culturally and linguistically diverse communities.

Committee members are appointed by the County Administrator.

Partnerships with Community & Cultural Organizations

Community partnerships with nonprofits, faith-based organizations and cultural groups help inform community needs, program initiatives, cultural messaging, and outreach to Limited English Proficiency (LEP) community members. Examples of partnerships involving the Loudoun County government include:

- The Department of Transportation and Capital Infrastructure's outreach for the Westwind Drive and Northstar Boulevard construction projects used translated materials in Spanish, Hindi, and Vietnamese.
- The Department of General Services' Transit and Commuter Services' Division translated the "Language Assistance Tear Sheet" into Arabic, Cantonese, Dari, Farsi, Hindi, Korean, Mandarin, Punjabi, Spanish, Telugu, Urdu, and Vietnamese. Tear sheets or "point-to" cards are available on all vehicles.
- The Department of General Services' Transit and Commuter Services' Division translated 19 bus schedules into Spanish.

IV. Vigilant Monitoring: Outreach and Community Partnership

- The Department of General Services' Transit and Commuter Services' Division relaunched the "Let's Go/Vamanos" campaign featuring bilingual brochures, informational flyers and videos for the public to learn more about commuting options. The campaign featured cost-effective alternatives to driving alone to work and highlighted bus routes throughout the county and the region. The campaign's goal was to increase awareness of commuting options available in the county, using traditional media, such as radio; and digital tactics, such as display ads, social media and digital out-of-home (digital billboards and outdoor signage) to maximize reach, ad impressions and website visits. The website, loudoun.gov/commute, encourages the public to learn more about commuting options and provides a link to download the bilingual brochure. The campaign garnered 8 million impressions and 51,000 website visits.
- The Public Affairs and Communications Office provided information such as surveys, public gatherings, seminars, vaccination clinics, etc. in Spanish to community partners.
- The Department of Mental Health, Substance Abuse and Developmental Services and the Office of the County Administrator coordinated the county's messaging about preventing opioid use which targeted young adults and parents through a paid media campaign. The media campaign leveraged the 'Know the Rxsk – Use With Caution' brand employed in other Northern Virginia jurisdictions. Media campaign messages were deployed in both English and Spanish. Funding for the media campaign was provided by the State Opioid Response Grant from the Substance Abuse and Mental Health Services Administration.
- The Departments of Mental Health, Substance Abuse and Developmental Services; Family Services; Health Department; Housing and Community Development; and the Juvenile Court Service Unit often share information about programs and services with community partner organizations who can further disseminate the information to target community populations. Some of the information that has been shared includes Peer Support Services, Rapid REVIVE, RapidSOS, Opioids, Infant & Toddler Connection, Family Engagement and Preservation Services, National Fatherhood Initiative sessions, Parenting Wisely sessions, Passport to Services publication, Hypothermia Shelter services and hours, Workforce Resource Center services, including Workforce Development Month activities, Adult & Aging Services (Cantonese and Spanish versions), Public Benefits, Clinical Health Services (Arabic and Spanish versions), Flu & COVID-19 vaccine events, Back-to-School vaccine events, the Loudoun Apartment Guide, Housing Snapshot, and the Youth & Family Resource Center services. Information about all of these services are available in English and Spanish.
- The Public Affairs and Communications Office creates "Go Kits" for departmental uses. The Go Kits include various rack cards and flyers on county programs and services in Spanish.
- The Loudoun County Public Library translated the library card application into Spanish, Arabic, Chinese, Farsi, French, Korean and Urdu.

IV. Vigilant Monitoring: Outreach and Community Partership

- The Department of Housing & Community Development (DHCD) has utilized interpretation services for several programs and services this year. An Arabic interpreter was utilized for a Housing Choice Voucher (HCV) family briefing. Affordable Dwelling Unit (ADU) Rental and Purchase checklist have been translated in Spanish and added to ADU site in July. DHCD staff utilized in person interpretation for a family speaking Dari for Unmet Housing Needs Units program applicants. The advertisements for Project Based Vouchers (PBV) are translated to Spanish. During the requested timeframe, one PBV Request for Proposals was published in Spanish. Spanish, Farsi, Dari, Mandarin, Amharic, Urdu, Turkish, Ukrainian, Arabic, ASL, Portuguese and Vietnamese interpreters also were utilized for individual calls/meetings.



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