

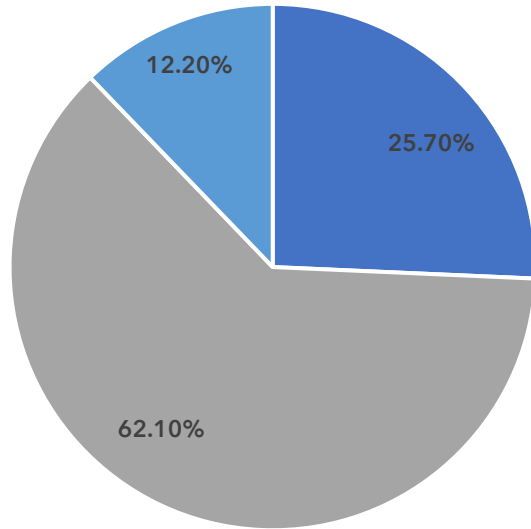
City of Spanglish Speakers: Solidifying Language Access in Allentown



DEMOGRAPHICS

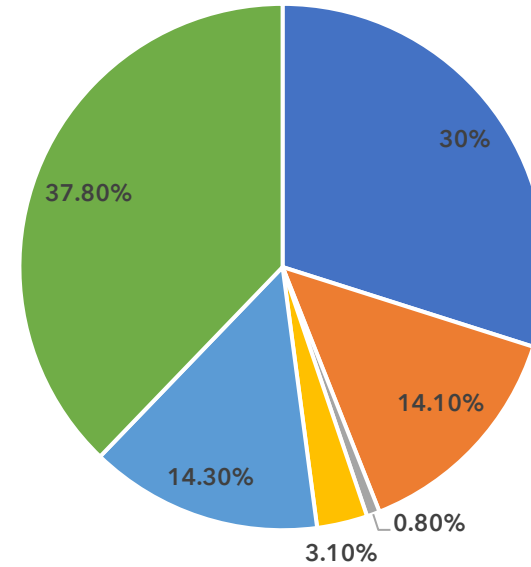
POPULATION: 125,944 (2021)

Age



■ Persons under 18 ■ Persons 18-65 ■ Persons 65 years and over

Race/Ethnicity



■ White alone ■ Black ■ American Indian ■ Asian ■ Two or more races ■ Hispanic/Latino

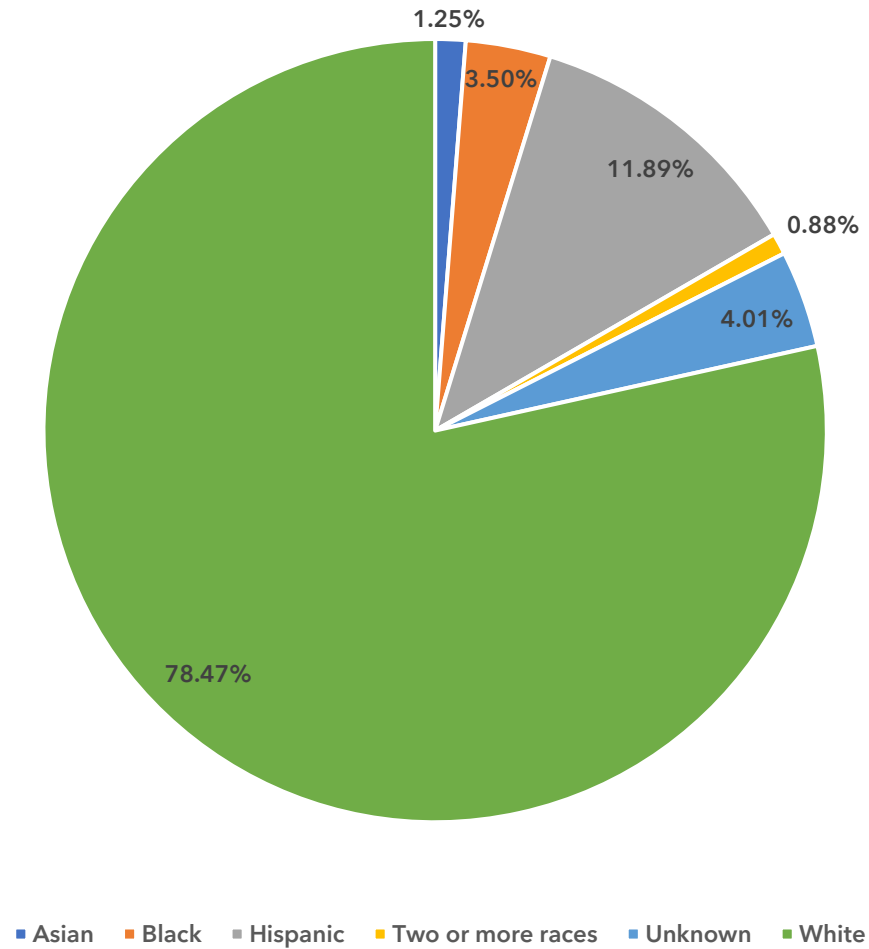


THE MAYOR

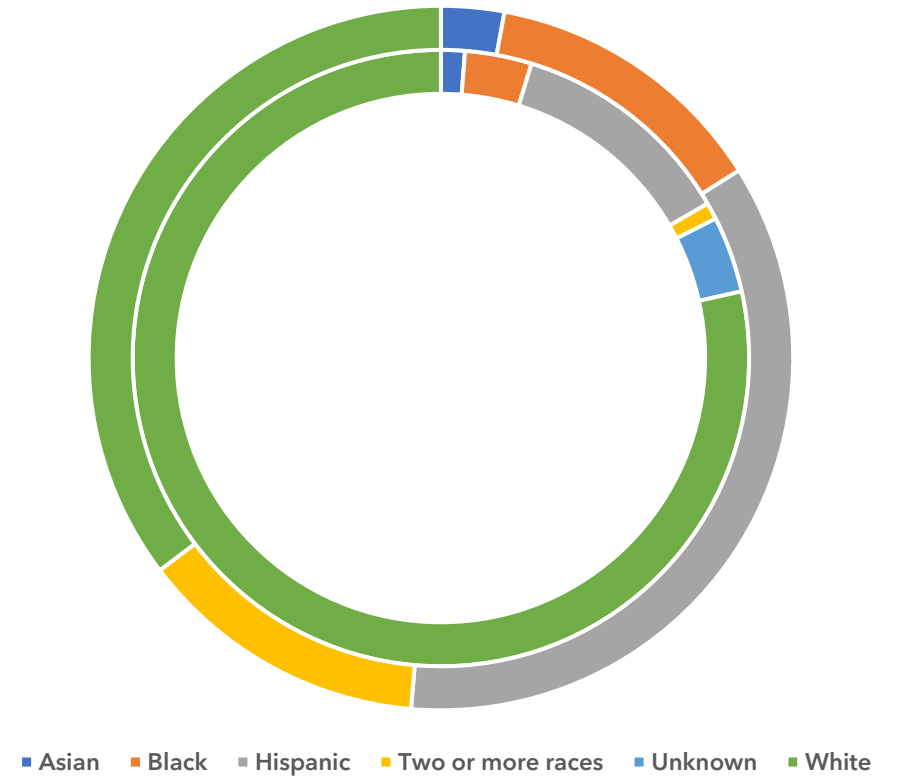


CITY HALL DEMOGRAPHICS

Race/Ethnicity of City Employees



City vs. Employee Comparison



HIRING PUSH



- **TRANSLATION**
- **INTERPRETATION**
- **INTERCAMBIANDO**

TRANSLATION

- Emergent Information
- Evergreen Information
- Storytelling

MESSAGE FROM THE MAYOR

"I was disappointed to see the poor decision making and discretion exercised by the Allentown Parking Authority this weekend.

I hope and expect the Allentown Parking Authority Board to take action to improve the service provided to our residents at their Board Meeting this Wednesday.

If this continued abuse of power is not addressed and action is not taken, I will be forced to use my powers as Mayor to encourage responsible management of the Allentown Parking Authority.

Matt Tuerk
Mayor of Allentown

Genesis Ortega and 90 others

147 comments 42 shares

MENSAJE DEL ALCALDE

Me decepcionó ver la mala toma de decisiones y la discreción ejercida por la Autoridad de Estacionamiento de Allentown este fin de semana.

Espero y espero que la Junta de la Autoridad de Estacionamiento de Allentown tome medidas para mejorar el servicio brindado a nuestros residentes en la reunión de la Junta este miércoles.

Si no se aborda este continuo abuso de poder y no se toman medidas, me veré obligado a usar mis poderes como Alcalde para fomentar la gestión responsable de la Autoridad de Estacionamiento de Allentown."

Matt Tuerk
Mayor of Allentown

Allentown

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2030 Development Plan

Find a Park

Renting in Allentown

Having a car in Allentown

Trash and Recycling

TRANSLATION



**Communications
Manager
Genesis Ortega**

Position	Position Title	Appointment Date	Status
614-013	HOUSING INSPECTOR-BILINGUAL	10/06/2007	Active

Bilingual Employee List (16)



Bilingual Resident Volunteer List

INTERPRETATION

Language Line 

Spanish Police Academy

Vendor Outreach

Landlord Tenant Session

Health/EMS Interpreter iPads



INTERCAMBIANDO

- **Mayor's Office: 8/9 of some level of Spanish proficiency**
- **Employee Spanish Classes**
- **City Hall at the Table**

- **Analyzing departments for language access**
- **Building a roster of translation vendors**
- **Piloting a “Professional Learning Community”**

CHALLENGES

- **Bilingual employees feel the pressure of increased workload**
- **We still struggle to incorporate the Spanish speaking community in City business (English-only legislation doesn't acknowledge our communities belong)**
- **Incentivizing language-based skills**
- **Other languages in the City: Arabic, Mandarin**

QUESTIONS?

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