



Enhancing Language
Accessibility

MCE
A local, not-for-profit
electricity provider



September 25, 2024



Agenda

12:00 PM Welcome + Introductions

12:10 AM MCE Language Accessibility

12:30 PM Q&A + Discussion

12:40 PM Wrap up and Next Steps

Presenters

Facilitator: Mariela

Language Access Presentation: Jackie
Nuñez, Jazmin Nava Cid, Kiara Donato

Spanish Language Tiger Team



Jackie Nuñez



Jazmin Nava-Cid



Jenna Tenney



Kalicia Pivrotto



Kiara Donato



Mariela Herrick



Maria Echeverry



Sarah Dillemoth



Spike Lomibao



Tyla Brown

Why prioritize language access?

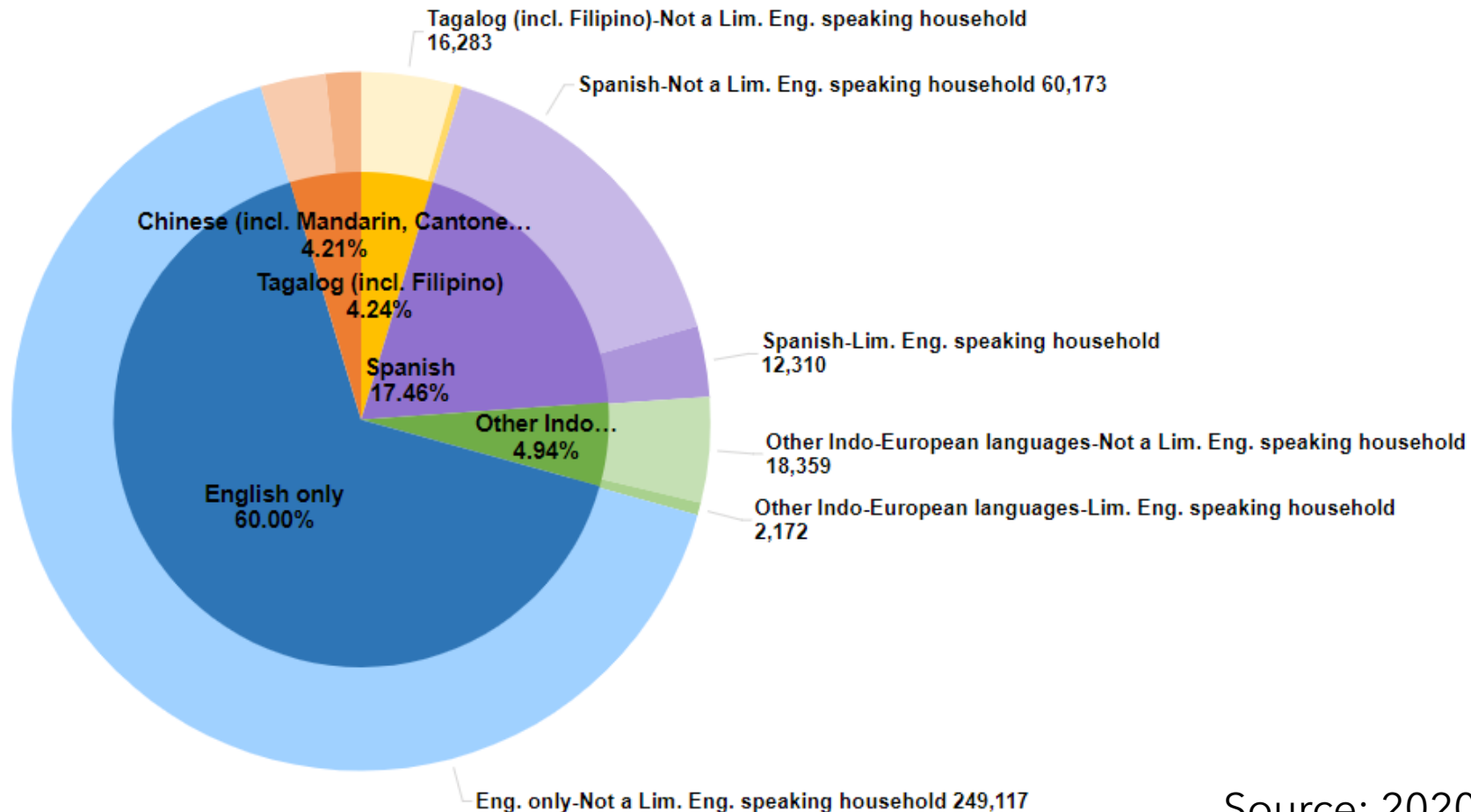
- 30% of calls to the service center in 2023 were in Spanish
- More than 5% of households in MCE's service area are linguistically isolated
- Nearly one in 10 households in the Bay Area do not speak English well or at all



Enhancing language access supports those **most vulnerable to climate impacts.**

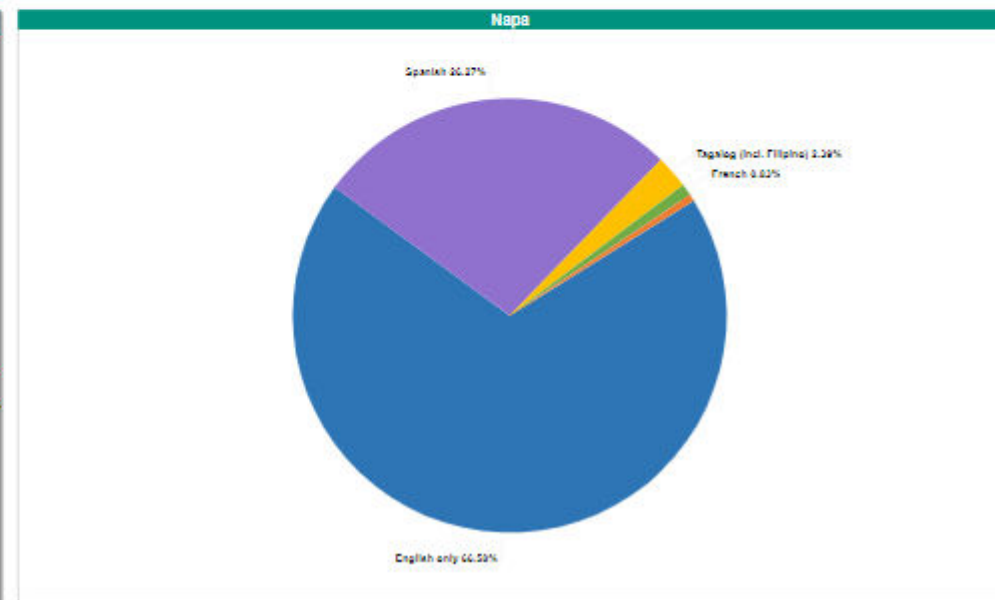
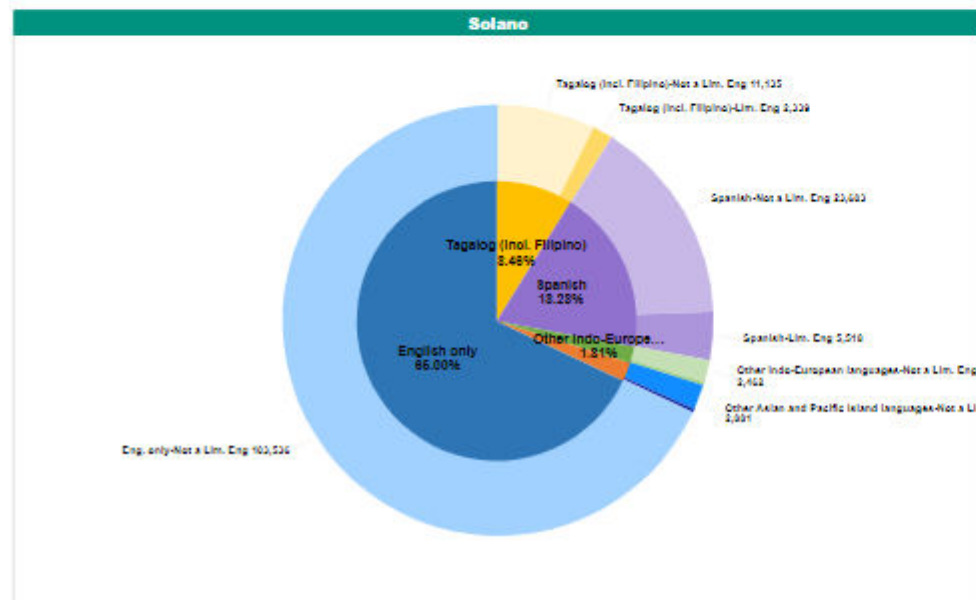
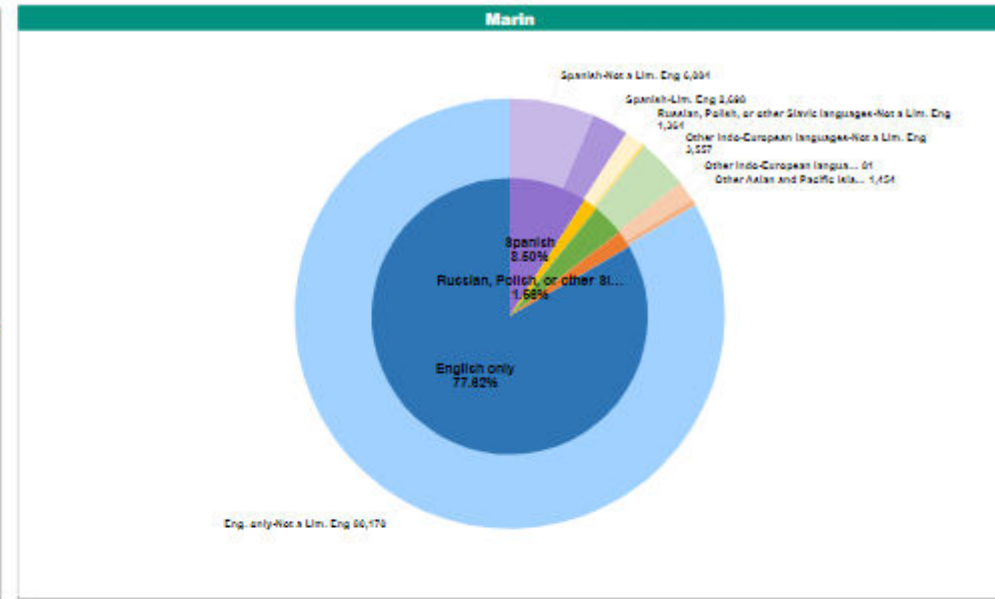
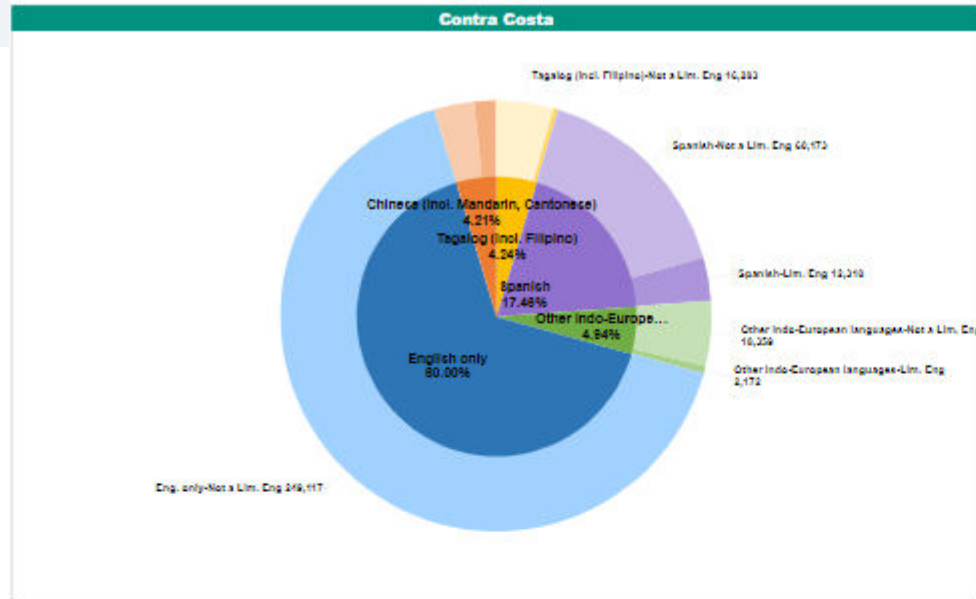
Language needs in our service area

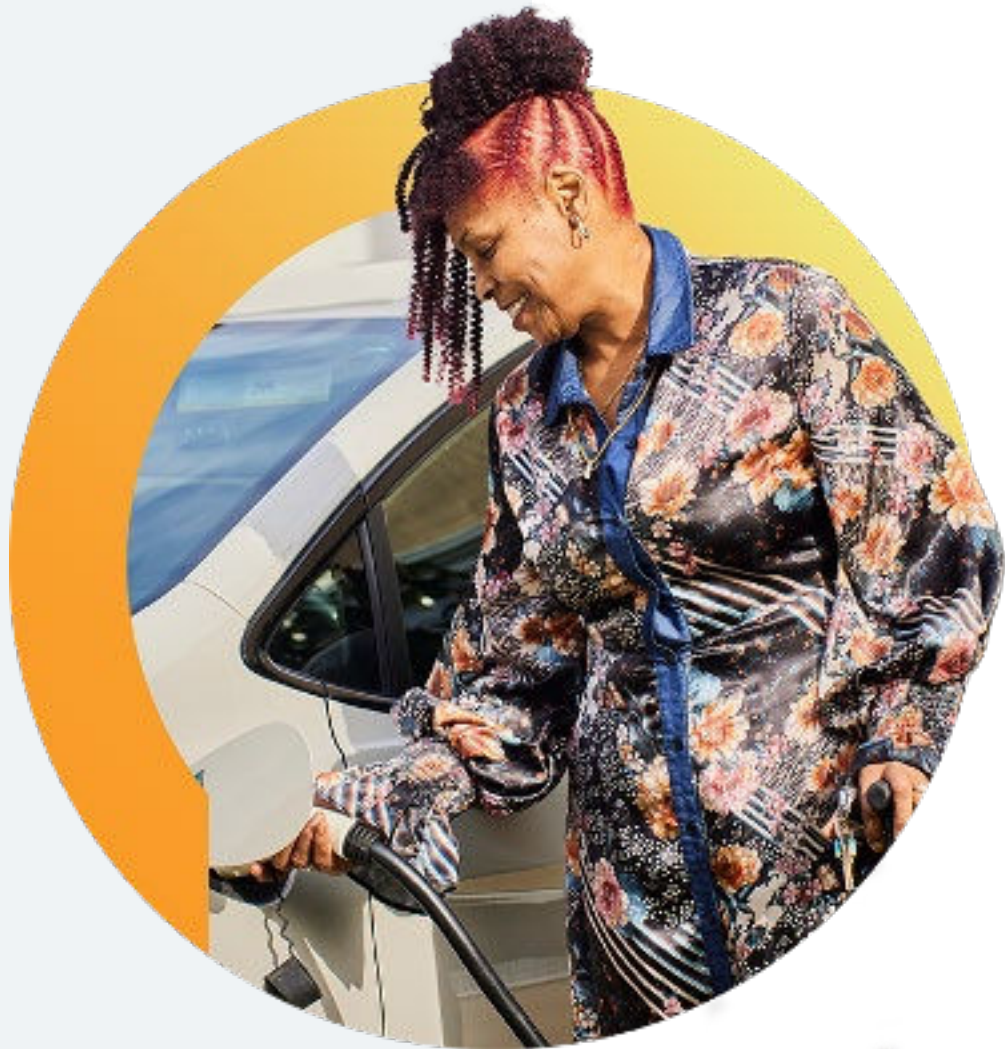
Contra Costa



Source: 2020 Census

Language needs in our service area





Our guiding questions:

- How do we best serve people who experience language barriers?
- How does MCE want to be an industry leader in service accessibility?
- How can MCE and community stakeholders collaborate to create language accessibility solutions?

Our Efforts

Since May 2023:

- **Reviewed** demographic data
- **Assessed** MCE's current processes and partnerships
- **Met** with other CCAs and public agencies to understand best practices
- **Developed** recommendations and guidelines





Focus Areas

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- Build staff capacity
- Language Access Guidelines
- Community language study
- Grow trust and build community capacity



Enhancing MCE's
commitment to social equity and **telling our story.**

Build Staff Capacity

- Make language accessibility a standard practice
- Develop best practices for community events
- Maintain a list of commonly-used Spanish terms
- Develop language access guidelines



Since 2023, MCE has added **five Spanish-bilingual staff members.**

Language Access Guideline

- Establish Spanish as one of MCE's core languages
- Process for translations and reviews
- Framework for vital documents



Enhancing language access supports customers **most vulnerable to climate impacts.**

Community Language Study

- Explore customers and non-customer needs and understanding of MCE
- Soluna Outreach Solutions will conduct Spanish focus groups in each County
- Participation incentives
- Partner with CBOs



“We need more culturally-sensitive outreach that **helps people learn about MCE through trusted community sources.**” – ComPow member

Grow Community Trust and Build Capacity

- Community Partnership Program for CBOs to support multilingual outreach
- ComPow Symposium: Spanish Engagement Panel
- Spanish Language toolkit for CBOs
- Co-branded outreach campaigns



“The biggest issue is when people can’t pay their electricity bill and when that happens, **they go to PG&E, not MCE.**” – ComPow member



What's Next

Other Community Needs

- Language needs beyond Spanish
- Digital/technology access
- Disability access



“MCE should humanize its programs with trusted community members and more MCE staff exposure so **people can put a face to MCE.**”

A Look Ahead

- ComPow Symposium November 2024
- Conduct language study Spring 2025
- Use findings to inform MCE's public engagement and communications



Thank you!



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