



Council Member Motion
For the Committee of the Whole meeting of July 20th, 2017

Date: July 11, 2017

From: Councillor Jeremy Loveday and Mayor Helps

Subject: Endorsing the We Speak Translate project and training City of Victoria Frontline staff

Background:

The We Speak Translate project recently launched in Victoria is the first of its kind globally. It's a partnership between the Inter-Cultural Association (ICA) and Google Translate that utilizes the Google Translate app for refugee resettlement and newcomer inclusion in communities.

The We Speak Translate project engages community stakeholders, businesses, community agencies, institutions, and the public sector in Google Translate training. Upon completion of the 45-minute training, community stakeholders and partners receive a We Speak Translate decal. This is a visible symbol of inclusion and the communities' commitment to promoting diversity and communication across language barriers. Familiarity with the Google Translate App establishes a common platform for communication while English language skills develop.

In April 2017, the We Speak Translate project launched in Victoria. Roque Silva, one of two Google Translate Interactions Designers, attended the launch event with over 200 attendees. To date, over 500 community stakeholders have received the training and interest in the project continues to expand across Canada and beyond. According to Silva, "Google is humbled and excited to be supporting this project with the goal of helping New Canadians make the often challenging transition to life in Canada through language and engagement."

In addition, at the South Island Prosperity Project AGM the Executive Director announced the development of a Smart South Island Plan in order to respond to the federal government's recently announced Smart Cities competition. This competition is meant to develop solutions to municipal issues and increase the liveability of communities using data and smart technologies. The Prosperity Project is leading the coordination of the submission to the federal government on behalf of its members including its 10 municipal members. The We Speak Translate program can be leveraged to strengthen the Smart South Island Smart City competition submission.

Recommendations.

1. That Council endorse the We Speak Translate program and that the Mayor writes to partner municipalities in the CRD to inform them of the We Speak Translate program.

2. That the We Speak Translate initiative be brought forward to the South Island Prosperity Project as part of the Smart South Island Plan soon getting underway.
3. That Council and all staff in the Engagement Department receive the 45 minute training as soon as practicable.
4. That Council direct staff to report back at the next Quarterly Update on the implications of the Human Resources Department coordinating with the Intercultural Association to have the ICA provide 45-minute We Speak Translate training sessions to all frontline service delivery staff.



Councillor Jeremy Loveday



Mayor Helps

We Speak Translate Training Info

Training Goals & Benefits:

1. **Encourage** welcoming communities that value diversity, inclusion and integration.
2. **Become** familiar with the Google Translate app (free, downloadable app for smartphones and tablets).
3. **Establish** a common platform for communication with newcomers while English language skills develop.

Length of Workshop:

30 – 45 minute

Group Size:

Suggested number of participants at 25-35 persons/minimum 8 participants.

Workshop Costs:

The workshop is free. The workshop includes a facilitator, Google Translate training, We Speak Translate decals for all participants, a printed summary of information covered in the workshop and audio visual equipment.

Workshop Date, Time, & Logistics:

The workshop can be delivered at a convenient location for your organization or business with access to Wi-Fi.

Workshop Format:

1. Introduction and overview of project/objective (5-10 mins)
2. Google Translate training presentation (20-30 mins)
 - Explore the capacity of the Google Translate app
 - Learn how to effectively use the Google Translate app
 - Interact with the app

3. Distribution of We Speak Translate decals

Project Media:

<http://www.vicnews.com/news/local-cultural-association-breaking-down-language-barriers-for-newcomers/>

<http://vancouverisland.ctvnews.ca/video?clipId=1096563>

<http://www.cheknews.ca/theres-an-app-for-that-google-translate-launches-pilot-project-in-victoria-299374/>

<http://www.timescolonist.com/news/local/google-translate-enlisted-to-help-victoria-businesses-serve-immigrants-1.13963730>

http://citiesofmigration.ca/good_idea/we-speak-translate/