
CURRENT & BEST PRACTICES MULTILINGUAL SIGNAGE AND WEBSITES



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The State House
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24.7% of Massachusetts residents speak a language other than English in their home

125,000

Residents speak
Mandarin or Cantonese

549,000

Residents speak
Spanish

35,000

Residents speak
Arabic

We have had productive conversations about the importance of multilingual outreach, materials, signage & websites with **DCR, DPH, DMF, MWRA, the MSP and the MEP.**

They have all acknowledged the importance of this effort & reaffirmed their commitment to address these issues in an efficient and timely manner.

BEACH SIGNAGE

We conducted a comprehensive survey of current signage at the Metropolitan Region's public beaches from Nahant to Nantasket.



Malibu Beach



Nantasket Beach



Tenean Beach

MANY NEED TO BE REPAIRED OR REPLACED



Constitution Beach



Malibu Beach



Tenean Beach



Wollaston Beach



Carson Beach



Wollaston Beach

MESSAGING IS INCONSISTENT

Of the more than 250 signs we examined just 4 were in languages other than English.



Information about beach water quality, including current beach postings, is in English only, putting the public's health at risk.





RAISING SERIOUS PUBLIC SAFETY CONCERNS

BEST PRACTICES: SIGNAGE

Beach Rules & Regulations

Welcome to Blanchard Beach

- Open from dawn to dusk • Ouvert entre l'aube et le crépuscule** • বিহান দিখি বেলাক সন্ম খুলা হুন্ড । • Mở cửa từ bình minh đến hoàng hôn • **OTVORENO OD UJUTRA DO UVEČER** • Hufungua asubuhi hadi jioni • **Waa furantahay marka qorax sabaxeso illaa qorax dhacii** • كندھوگه گوراكه سبھه ۽ كندھوگه گوراكه دھه • المكان مفتوح من الفجر الى المغرب
- Dispose of all trash • Veuillez jeter vos déchets dans les receptacles prévus à cette fin** • सबै फोहोर-महिलाहरु फोहोरको टोकरीमा पर्यायन्त्रीस। • Dọn sạch rác • **ODLOZITE SVE SMECE** • Tupa takataka zote • **Kushub qashinka qashin qubka** • تخلص من القبايات • **تخلص من القبايات**
- Dogs must be on a leash • Les chiens doivent être à l'attache** • कुकरहरु बाँधेरै बाधेने हुनुपर्दछ । • Chó phải có dây xích • **PSI MORAJU BITI NA PÓVODCU - KAISU** • Mbwa lazma awe kwenye mkanda • **Eeyga waq in uuxeradaa** • يجب ان تكون الكلاب مزبونة • **تكون الكلاب مزبونة**
- No lifeguard on duty • Pas de secouristes en service** • সাফগার্ডিং বা জীবন-স্বাক্ষর নিষেধ छ । • Không nhân viên bảo hộ • **NEMA SPASIOCA** • Hakuna walinzi wa kuokoa maisha • **Halkaan majooga qaf qadarta dadoka ka laalayo** • لا يوجد منقذ سباحة • **لا يوجد منقذ سباحة**

Burlington, VT uses the same design for their multilingual signage across the entire city.

Saltwater Fishing Regulations

NO FISHING
SE PROHIBE PESCAR

SmartSign.com • 800-962-1461 • AZ 85612

Simple, bilingual no fishing sign.

Water Quality

WARNING
WATER CONTACT MAY CAUSE ILLNESS
BACTERIA LEVELS EXCEED HEALTH STANDARDS

¡AVISO!
EL CONTACTO CON AGUA PUEDE CAUSAR ENFERMEDADES
LOS NIVELES DE BACTERIAS EXCEDEN LOS ESTANDARES DE SALUD

Marin County Environmental Health Services
Beach Hotline: 415-473-2335
www.marincounty.org/dept/cd/beach-monitoring
For more information, call 415-473-6907

Bilingual sign in Point Reyes, CA. uses QR code function.

SCAN ME



DCR uses QR codes for parking passes and other purposes.

WEBSITES & RESOURCES

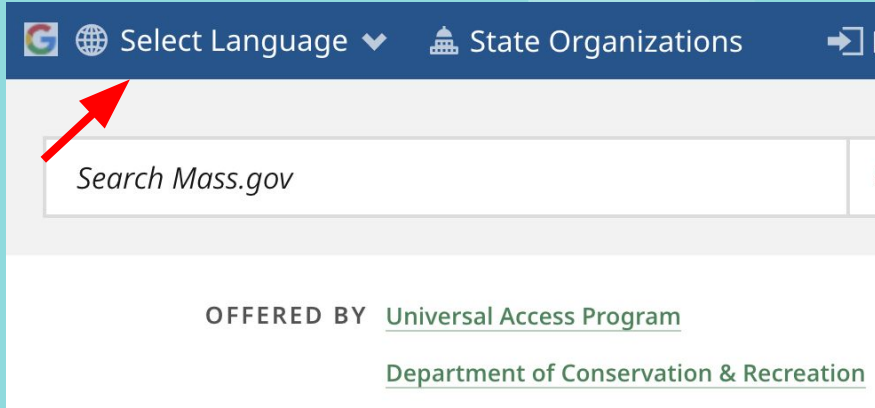
We have had productive discussions with DCR, DPH, DEP, DMF, MWRA, other state agencies and our beachfront communities and are working together to develop strategies to improve access to these spectacular urban natural resources for people of all languages and backgrounds.





BEACH RULES AND REGULATIONS

- DCR website uses Google translate
- Online resources only in English

BEACH RULES AND REGULATIONS: EXISTING MULTILINGUAL RESOURCES



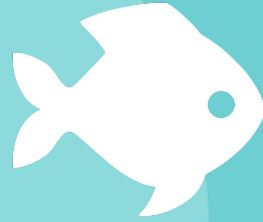
Select Language  State Organizations 

OFFERED BY [Universal Access Program](#)
[Department of Conservation & Recreation](#)

The entire DCR website can be translated using Google translate.

Massachusetts Department of Conservation and Recreation Waterfront Schedule Saturday, May 29, 2021- Monday, September 6, 2021									
Please Note: Lifeguard Schedule is subject to change due to staffing and in service training. Opening dates may be subject to change.									
Community	Waterfront Name	Facility	Facility Type	Beach Services Begins for the Season	Lifeguard Coverage (Weekends and holidays only from 8/29/21-9/12/21)	Lifeguard Coverage Starts (7 days per week)	Lifeguard Coverage Ends	Beach Services End for the Season	Region
Agawam	Robinson Beach	Robinson State Park	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	West
Ashby	Damon Pond Beach	Willard Brook State Forest	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	Central
Ashland	Ashland Beach	Ashland State Park	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	North
Baldwinville	Beamans Pond Campers Beach	Otter River State Forest	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	Central
Baldwinville	Beamans Pond Day Use Beach	Otter River State Forest	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	Central
Boston	Lovells Is. Beach	Boston Harbor Islands State Park	Coastal Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	South
Boston	Spectacle Beach	Boston Harbor Islands State Park	Coastal Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	South
Brewster	Cliff Pond Beach	Nickerson State Park	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	South
Brewster	Flax Pond Beach	Nickerson State Park	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	South
Carver	Barretts Pond Campers Beach	Myles Standish State Forest	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	South
Charlemont	Cold River Pool	Mohawk Trail State Forest	Inland Beach	5/29/21	No	Unguarded	Unguarded	9/6/21	West

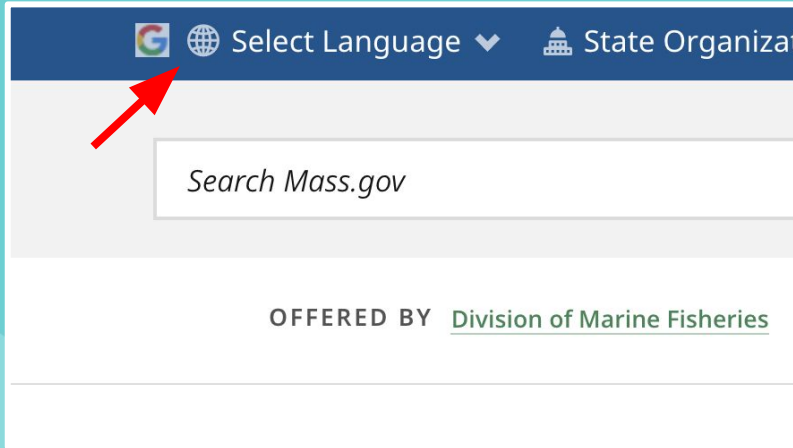
However, helpful resources are only available in English.





SALTWATER FISHING REGULATIONS

- DMF website uses Google translate
- Amazing fishing resources online are only in English

SALTWATER FISHING REGULATIONS: EXISTING MULTILINGUAL RESOURCES













Select Language   State Organization

Search Mass.gov

OFFERED BY Division of Marine Fisheries

The entire DMF website can be translated using Google Translate.

Commonwealth of Massachusetts
Division of Marine Fisheries
 (617) 626-1520; www.mass.gov/marinefisheries
 Size & Bag Limits for Saltwater Fish in MA Waters*
 2021

 BLACK SEA BASS Season: May 18 - Sep 8 Minimum Size: 15" Possession Limit: 5 fish	 BLUEFISH Season: all year Minimum Size: no limit Possession Limit: 3 fish
 ATLANTIC COD** North of Cape Cod Season: Apr 1 - Apr 14; Sep 15 - Sep 30 all year Minimum Size: 21" Possession Limit: 1 fish	 FLUKE (SUMMER FLOUNDER) South of Cape Cod Season: May 23 - Oct 9 Minimum Size: 17" Possession Limit: 5 fish
 HADDOCK** North of Cape Cod Season: Jan 1 - Feb 28; Apr 1 - Dec 31 Minimum Size: 17" Possession Limit: 15 fish	 SCUP South of Cape Cod Season: all year Minimum Size: 9" Possession Limit: 30 fish per angler. Not to exceed 150 fish per vessel with 5 or more anglers onboard.
 STRIPED BASS Season: all year Minimum Size: 29" to less than 35" Possession Limit: 1 fish	 WEAKFISH Season: all year Minimum Size: 16" Possession Limit: 1 fish
 WINTER FLOUNDER North of Cape Cod Season: all year Minimum Size: 12" Possession Limit: 5 fish	South of Cape Cod Mar 1 - Dec 31 Season: all year Minimum Size: 12" Possession Limit: 2 fish
 TAUTOG Season: Jan 1 - Mar 31 Minimum Size: N/A Possession Limit: prohibited	When the tautog fishery is open, private anglers are subject to 10-fish maximum tautog limit for the vessel. The most restrictive limit of the per angler bag limit or per vessel maximum limit applies. Apr 1 - May 31 Jun 1 - Jul 31 Aug 1 - Oct 14 Oct 15 - Dec 31 Season: 16" Possession Limit: 3 fish 1 fish 3 fish 5 fish

*Updated as of May 14, 2021. Visit our website for other rules: www.mass.gov/marinefisheries or call 617-626-1520
 **Check with NOAA Fisheries for federal rules.

Helpful fishing resources are available for free on the DMF website, however, these resources are only offered in English.



WATER QUALITY

Though the Department of Public Health's website uses Google Translate, their Bureau of Environmental Health's beach water quality website is available in English only and needs to be updated.

WATER QUALITY: EXISTING MULTILINGUAL RESOURCES

Search for Beaches:

Select a Beach



- OR -

Select a Town



Search



Home | Beach Search / Water Quality | FAQ | Ann

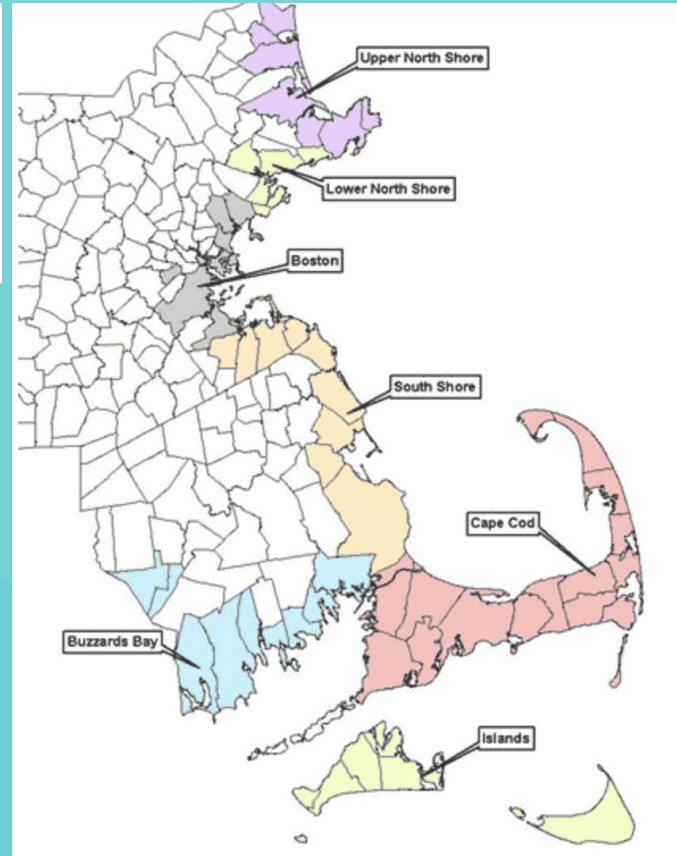
Frequently Asked Questions

Here you'll find answers to the most commonly asked questions re

Questions

1. [Q: Why is beach water sampled?](#)
2. [Q: What is a public beach?](#)
3. [Q: What is a semi-public beach?](#)
4. [Q: Who monitors the beach water quality?](#)
5. [Q: How often is the water tested?](#)
6. [Q: What kind of bacteria is the beach water tested for?](#)
7. [Q: What are indicator organisms?](#)
8. [Q: What are the standards for beach water quality in marine wa](#)
9. [Q: What happens if levels exceed 104 cfu/100 ml?](#)
10. [Q: What are the standards for beach water quality in fresh wa](#)
11. [Q: Are beach postings triggered in any other way?](#)
12. [Q: What does it mean for a beach to be posted?](#)
13. [Q: What type of illness can you get from contact with water co](#)

Resources on the DPH website are only accessible in English.



BEST PRACTICES: WEBSITES AND DIGITAL RESOURCES

SCAN ME



QR codes are an incredibly easy way to direct people to multilingual resources.



Live updates for Staten Island beaches are provided through their Twitter account with a link to multilingual resources.



CT's "going digital" movement has allowed the state to create resources available in multiple languages.

We all understand the importance of this issue and acknowledge the difficulty surrounding solutions.

Google Translate is a great start, though it can be hard to implement and imperfect in its translations.

Though physical signage is expensive, it is critically important and needs to be maintained.

THANK YOU.



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