

Fox Translation Services

Our new neighborhood program, the West Ward Community Initiative, encompasses the residential neighborhood adjacent to our downtown and Easton Main Street Initiative program. The neighborhood of nearly 10,000 has a large Hispanic and Latino population with much of that population speaking Spanish in the home and many of those community members not speaking English very well. The need to accommodate the language barrier is of top priority for our organization.

As our program has gotten off the ground our smaller, immediate need was to translate event posters and summer programming flyers. Initially helped by volunteers, timing and consistency were a challenge, plus different dialects influenced translations. Once hearing about PDC's new contract with Fox Translation Service, we jumped on board to try them out. We could not be happier. The service has quickly turned around short flyers and informational brochures. As we've added more to our docket, we've begun utilizing the service for larger translation pieces like our bi-monthly newsletters. Fox continues to return pieces to us in short order and they're consistent with formatting that was sent off in the initial piece – no need for guesswork when taking these items to the design phase.

Getting the word out was noted as a challenge in our original development of the neighborhood program. Being able to offer bilingual materials to business owners and residents has helped us introduce ourselves and also allowed us to capitalize on our neighborhood elementary school as a place for sharing information. And we've received much positive feedback from our neighbors for making the publications inclusive to all members of the community. We're thrilled that we're easily able to help bridge this gap with our neighbors and are extremely thankful to PDC for offering this contracted service.

-Amy Boccadoro, Manager - West Ward Community Initiative