

By Senator Campbell

38-00158-18

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1                   A bill to be entitled  
2       An act relating to language requirements for state  
3       agency websites and advertisements; creating s.  
4       286.31, F.S.; defining terms; requiring specified  
5       information to be published on state agency websites  
6       in certain languages; providing applicability;  
7       requiring state agencies to disseminate certain  
8       advertisements to the public in languages other than  
9       English through specified media outlets in certain  
10      counties; providing applicability; requiring the  
11      Office of Economic and Demographic Research to publish  
12      certain information on its website; providing an  
13      effective date.

14  
15       WHEREAS, the United States Census Bureau estimates that  
16      more than 28 percent of Floridians age 5 or older speak a  
17      language other than English at home, and

18       WHEREAS, in language-diverse counties of the state, which  
19      include Broward, Collier, DeSoto, Glades, Hardee, Hendry,  
20      Hillsborough, Lee, Monroe, Okeechobee, Orange, Osceola, Palm  
21      Beach, and St. Lucie, more than 20 percent of residents age 5 or  
22      older speak a language other than English at home, and in Miami-  
23      Dade County that figure accounts for more than 72 percent of  
24      residents, and

25       WHEREAS, 32 percent of Black or African-American persons  
26      residing in Miami-Dade County speak a language other than  
27      English at home, more than 22 percent of them having immigrated  
28      from countries where English is not the native or official  
29      language, and they speak Kreyol or French, and

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30 WHEREAS, more than 3.7 million Floridians speak Spanish, of  
31 which more than 1.6 million speak English less than "very well,"  
32 and in Miami-Dade County, more than 1.5 million speak Spanish,  
33 of which more than 760,000 speak English less than "very well,"  
34 and

35 WHEREAS, state agency websites as well as advertisements  
36 disseminated to the public through broadcast or cable  
37 television, radio, Internet, newspaper or other print media, and  
38 outdoor advertising are not effective in reaching this  
39 significant number of Floridians who speak English less than  
40 "very well," NOW, THEREFORE,

41  
42 Be It Enacted by the Legislature of the State of Florida:

43  
44 Section 1. Section 286.31, Florida Statutes, is created to  
45 read:

46 286.31 State agency websites and advertisements; language  
47 requirements.—

48 (1) As used in this section, the term:

49 (a) "Advertising" means any marketing or promotion of state  
50 programs or services, public health or consumer advisories, or  
51 other public interest communications disseminated to the public  
52 through any form of mass media, including, but not limited to,  
53 broadcast or cable television, radio, Internet, newspaper or  
54 other print media, or outdoor advertising. The term does not  
55 include information provided through the emergency alert system.

56 (b) "Language-diverse county" means, according to the most  
57 recent census data published by the United States Census Bureau,  
58 a county in which at least 20 percent of its residents age 5 or

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59 older speak a language other than English at home.

60 (c) "State agency" means any official, officer, commission,  
61 board, authority, council, committee, or department of the  
62 executive branch of state government.

63 (2) Each state agency website shall be published in English  
64 and include hyperlinks that allow a person to view the published  
65 information in Spanish and Kreyol. This subsection applies only  
66 to a website's hypertext markup language and does not require a  
67 state agency to publish each linked document, such as laws,  
68 rules, or other publications in portable document format or  
69 other electronic format, in a language other than English.

70 (3) (a) Each state agency, when advertising to the public in  
71 English in a language-diverse county, shall also provide such  
72 advertising:

73 1. In each language spoken at home by more than 20 percent  
74 of the county's residents age 5 or older, according to the most  
75 recent census data published by the United States Census Bureau.

76 2. Through mass media outlets that disseminate information  
77 predominately in the languages described in subparagraph 1.

78 3. In a manner that is culturally sensitive.

79 (b) A statewide advertisement must comply with paragraph  
80 (a) with respect to each language-diverse county.

81 (c) This subsection does not apply to legal advertisements  
82 required by law.

83 (4) The Office of Economic and Demographic Research, to  
84 assist state agencies in complying with this section, shall  
85 publish on its website a list of each language-diverse county in  
86 the state based on the most recent census data published by the  
87 United States Census Bureau.

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Section 2. This act shall take effect October 1, 2018.