

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.; providing definitions; requiring
 5 specified information to be published in Spanish on
 6 state agency websites; requiring state agencies, when
 7 advertising in language-diverse counties, to
 8 disseminate public advertisements in languages other
 9 than English through specified media outlets in a
 10 specified manner; providing an exception; requiring
 11 the Office of Economic and Demographic Research to
 12 publish certain information on its website; providing
 13 an effective date.

14
 15 WHEREAS, the United States Census Bureau estimates that
 16 more than 27 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,
 19 including 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 percentage increases to more than 72 percent,
 24 and

25 WHEREAS, more than 3.7 million Floridians speak Spanish, of

26 | which more than 1.6 million speak English less than "very well,"
 27 | and in Miami-Dade County more than 1.5 million Floridians speak
 28 | Spanish, of which more than 760,000 speak English less than
 29 | "very well," and

30 | WHEREAS, state agency websites and advertisements
 31 | disseminated to the public through broadcast or cable
 32 | television, radio, Internet, newspaper or other print media, and
 33 | outdoor advertising are essentially inaccessible to a
 34 | significant number of Floridians, most of whom speak Spanish,
 35 | NOW, THEREFORE,

36 |

37 | Be It Enacted by the Legislature of the State of Florida:

38 |

39 | Section 1. Section 286.31, Florida Statutes, is created to
 40 | read:

41 | 286.31 State agency websites and advertisements; language
 42 | requirements.—

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

44 | (a) "Advertising" means any marketing or promotion of
 45 | state programs or services, public health or consumer
 46 | advisories, or other public interest communications that is
 47 | disseminated to the public through any form of mass media,
 48 | including, but not limited to, broadcast or cable television,
 49 | radio, Internet, newspaper or other print media, or outdoor
 50 | advertising. The term does not include information provided

51 through the emergency alert system.

52 (b) "Language-diverse county" means, according to the most
53 recent census data published by the United States Census Bureau,
54 a county at least 20 percent of whose residents age 5 or older
55 speak a language other than English at home.

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

59 (2) Each state agency, when advertising on its website,
60 shall publish the information in English and include a hyperlink
61 that allows a person to view the information published in
62 Spanish. This subsection applies only to a website's hypertext
63 markup language and does not require a state agency to publish
64 each linked document, such as laws, rules, or other publications
65 in portable document format or other electronic format, in a
66 language other than English.

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

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

73 2. Through mass media outlets disseminated predominately
74 in the language described in subparagraph 1.

75 3. In a manner that is culturally sensitive.

76 (b) An advertisement disseminated statewide by a state
77 agency must comply with paragraph (a) with respect to each
78 language-diverse county.

79 (c) This subsection does not apply to legal advertisements
80 required by law.

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

86 Section 2. This act shall take effect July 1, 2017.