

# Large City Case Study

How a U.S. City Reduced Expenses and Boosted Language Access with AI Translation



### **Challenge: Serving a Multilingual Population and Overcoming Barriers to Inclusive Public Participation**

As one of the nation's most diverse metropolitan areas, this city of nearly one million faced a significant challenge: meeting the needs of its multilingual community. With over half of residents speaking a language other than English at home – including Spanish, Vietnamese, Mandarin, and Cantonese – clear, inclusive communication became a top priority. The city's strong immigrant presence from Latin America and Asia further underscored the need to ensure all residents could participate in decisions affecting their daily lives.

Despite this focus, the city struggled to provide language access at council and community meetings. Spanish-speaking residents were often placed in separate rooms for interpretation, creating physical and social barriers to full participation. The traditional reliance on in-person interpreters was costly, inefficient, and inflexible. With multiple languages in demand, translation costs reached hundreds of thousands of dollars annually. Even so, many residents still lacked adequate access, especially for last-minute or less common language needs.

To improve engagement, city officials began exploring a more modern and cost-effective approach to language access, recognizing that the old system could no longer meet the city's growing needs.

### **Solution: A New Era of Inclusive and Cost-Effective Civic Engagement with AI Translation**

In 2023, the city adopted Wordly, a live translation platform that enabled real-time access to dozens of languages during city council and community meetings. This marked a significant shift from the traditional reliance on in-person interpreters, which had been costly, inflexible, and logistically complex.

Unlike conventional interpretation services, Wordly required no advance scheduling or coordination. It was always available, on-demand, allowing instant language support regardless of the language spoken or the size of the meeting. This ensured that no residents were excluded from participating in public discussions due to language barriers or last-minute translation needs.

Wordly AI technology also provided a distinct advantage in neutrality. It translated only what was said, without adding opinion or bias. This created a more transparent and trustworthy communication experience for residents. With context-aware translation and a custom glossary feature, cities could fine-tune translations to include local terminology, community organization names, and public officials, enhancing both accuracy and public trust.

By deploying Wordly, the city improved its ability to engage a linguistically diverse population while reducing translation costs. This not only generated savings but also marked a meaningful step toward more inclusive and equitable civic participation.

## Results: City Cuts Translation Costs by Over Two-Thirds While Tripling Community Participation

The adoption of Wordly's government translation solution marked a turning point in how the city connects with its diverse community. What was once a costly, fragmented, and exclusionary system transformed into a model of accessible, efficient, and inclusive civic engagement.

- **Significant Cost Savings:** Replacing in-person interpreters with AI translation cut language access costs by over two-thirds, saving hundreds of thousands of dollars while improving service.
- **More Inclusive Engagement:** AI translation removed barriers, allowing non-English speakers to participate in meetings side-by-side and in real time.
- **Rapid Growth in Spanish Participation:** Spanish-language livestreams and digital channels saw a 300% increase in use, reflecting greater trust and inclusion.
- **On-Demand Language Support:** Instant access to 60+ languages eliminated scheduling challenges and ensured no one was excluded, even for last-minute needs.
- **Smarter, Trusted Translations:** Custom glossaries improved translation accuracy and cultural relevance by including local terms and official titles.

This approach not only cut costs but also created a more inclusive, equitable civic experience by amplifying diverse community voices.

## Future: Expanding AI Translation and Strengthening Community Partnerships

Building on this success, the city plans to expand real-time translation to additional departments and community meetings. Quarterly feedback will be conducted, including reviews with community stakeholders to monitor quality, guide enhancements, and foster broad adoption as part of its commitment to equity and innovation.

Wordly offers multiple ways to access translation in dozens of languages – on a phone, tablet, or computer. Read transcripts or listen to audio in your preferred language in real-time.



## Live Translation + Limitless Integrations

Wordly generates live, translated text and audio for events, webinars, or broadcasts, empowering attendees to engage seamlessly. Integrates with all major meeting platforms. RTMP, iFrame, and APIs available for custom setups.

## Multilingual Subtitles

Wordly is known for its best-in-class accuracy and translates English, Spanish, French, Portuguese, Japanese, and dozens of other languages to expand accessibility across diverse audiences. Export subtitles, captions, transcripts, and summaries in all relevant formats.

## Customizable Display Options

Admins can control font size, text color, and background color for in-room displays, monitors, and third-party caption overlays. Users can control text and background color on their phone, tablet, or computer.

## Post-Meeting Support

In addition to real-time features, Wordly helps teams stay compliant with asynchronous support. We offer post-event transcripts, subtitles / caption\* files, and summaries – all can be translated and mass exported in seconds.

Wordly's unified solution makes every touchpoint more accessible, engaging, and inclusive across every major language and meeting format. Listen to translated audio; read translated subtitles; read same language captions; access text transcripts and summaries. Wordly does it all for one affordable price.

Whether you're streaming a city council meeting, supporting school events, or having 1-1 customer discussions, Wordly ensures your is accessible to everyone.

In addition to powerful features, high scalability, and ease of use, Wordly has built strong security and privacy protection into our products and processes - including SOC 2 Type II and ISO 27001 compliance - and continuously test and optimize our infrastructure.

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## Wordly launched in 2019 and is the most trusted **AI translation** and **captioning** tool on the planet

Millions of  
Users

60+  
Countries

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