

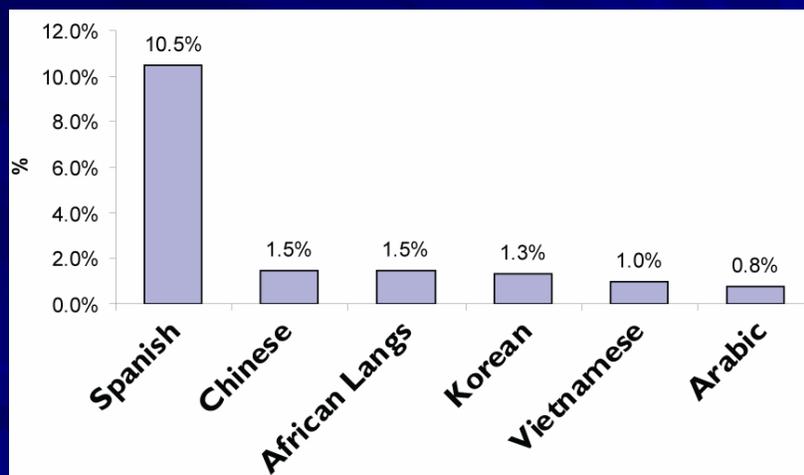
Summary of Recommendations from the AFA Report “Improving Language Access to Transit in the National Capital Region”



Endorsed by the National Capital Region
Transportation Planning Board (TPB) on
May 16, 2007

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Languages Spoken in the Region



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Contact Wendy Klancher at 202.962.3321 or 202-962.3213 (TDD). Email: wklancher@mwkog.org

Continuing Major Barriers

- Existing materials are not **well-distributed**
- Inadequate transit information in **customer-friendly formats**
- Customer service skills and **cultural sensitivity**
- Limited English speakers are **not involved** in language access decisions
- WMATA **Point of Contact** and Language Access Plan



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“Hot Spot” Recommendations

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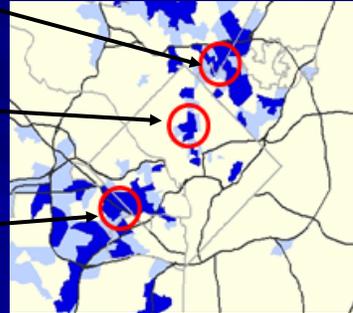
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Three “Hot Spots”

■ Langley Park, MD

■ Columbia Heights, D.C.

■ Baileys Crossroads, VA



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“Hot Spot” Recommendations Short Term (Within 6 Months)

- Bus stops should have **current schedules**
- Provide all Metro-related translated brochures in **Metrorail stations**
- Use **ethnic media** as education and outreach tools



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“Hot Spot” Recommendations Medium Term (Within 1 Year)

- Create additional translated-materials
- Partner with **local businesses, schools and community-based organizations** to distribute materials, sell passes and provide training
- Recruit **bilingual** front-line employees



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“Hot Spot” Recommendations Long Term (Within 1- 3 Years)

- Bus drivers and station managers need a **minimum command** of languages spoken
- Develop a **pilot map** that uses symbols and/or landmarks
- Try a pilot of assigning a **bilingual customer service representative** to highly-used routes and/or bus stops



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System-Wide Recommendations

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System-Wide Recommendations Short Term (Within 6 Months)



- Post instructional videos **online** and widely distribute
- Improve language access for **MetroAccess** users
- Provide a draft of the language access plan to the **AFA** for review by **July 2007**

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System-Wide Recommendations Long-Term (Within 1 to 3 Years)



- Incorporate successful strategies from the “Hot Spots” program system-wide
- Install video kiosks at station entrances with rider training in multiple languages
- Provide the online trip planner in languages other than English

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