

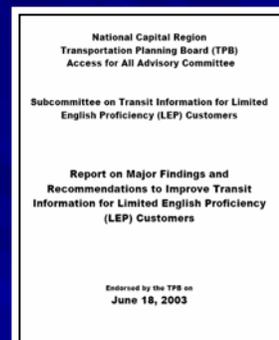
# Improving Language Access to Transit in the National Capital Region



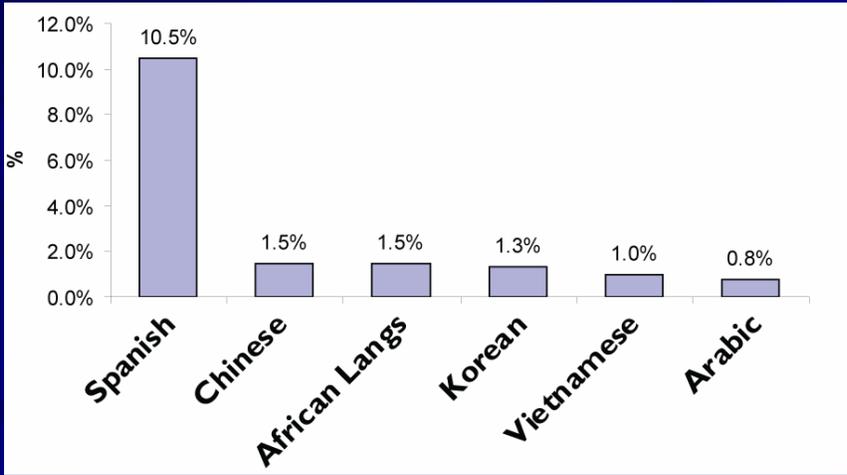
Access for All Advisory Committee  
April 26, 2007

## Background

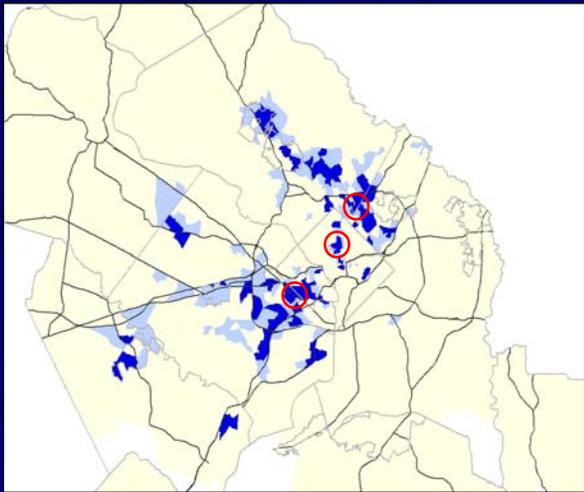
- **AFA Subcommittee on Transit Information** formed in 2002
  - Chaired by Kim Propeack
  - 2003 Report
  - Reconvened November 30, 2006



## Languages Spoken in the Region



## Locations of Limited English Speakers



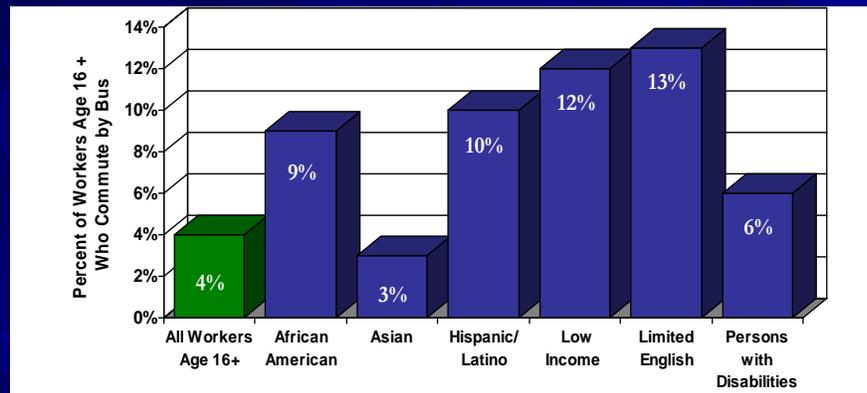
Percent of Population  
with Limited English  
Skills

- Below 5%
- 5% - 9%
- 10% +

Source: 2000 Census. SF3.  
Limited English Speakers  
includes individuals who speak  
English "not well" or "not at all"



## Commuting by Bus Most Common Among Limited English Speakers



Source: 2000 Census, PUMS data.

## 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



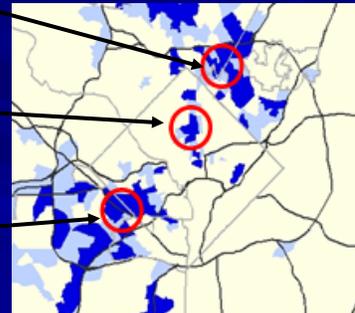
## “Hot Spot” Recommendations

### Three “Hot Spots”

■ Langley Park, MD

■ Columbia Heights,  
D.C.

■ Baileys  
Crossroads, VA



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

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



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

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



## “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



## System-Wide Recommendations



## System-Wide Recommendations Short Term (Within 6 Months)



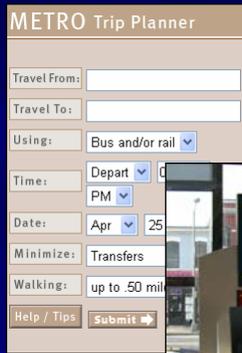
- Post instructional videos **online** and widely distribute
- Improve language access for **MetroAccess** users
- Provide a draft of the language access plan to the **AFA for review by July 2007**

## System-Wide Recommendations Medium Term (Within 1 Year)

- Stress customer service and provide cultural **sensitivity training** to front-line employees
- Partner with **local businesses and community-based organizations** to distribute materials, sell passes and provide training on the bus and rail system



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



METRO Trip Planner

Travel From:

Travel To:

Using:

Time: Depart

Date:

Minimize:

Walking:



- 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

## Next Steps

- **May 3, 2007:** AFA Committee Reviews Language Access Recommendations
- **May 16, 2007:** Recommendations are presented to the TPB and forwarded to the WMATA Board
- **July 26, 2007:** AFA Committee Receives Briefing from WMATA on status of Recommendations and Reviews a Draft Language Access Plan

*Language access “is not just a legal requirement” but “good common sense”.*

John Catoe  
General Manager, WMATA

