

TRANSIT ADMINISTRATIVE POLICY & PROCEDURES (TAPP)

No: POL-AD-005

**(Ref POL-AD-001 for Doc Source No.)*

Issue Date: 11/09/11

Revision: original issue

Posted by: Information Technology Services

Section: Governmental
Affairs

Title: Title VI Limited English
Proficiency Public Information
Policy

Date Posted:



Michelle Simmons, TAPP ORIGINATOR

12/29/11
Date

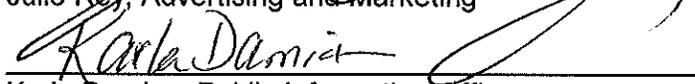
***Note:** Reference TAPP Policy POL-AD-001 (Appendix – A) for the Document Source Number and assign TAPP No. to this document. See the following example: (Rail Services: POL-RS-001)

REVIEWER SECTION:



Julio Rey, Advertising and Marketing

11/29/11
Date



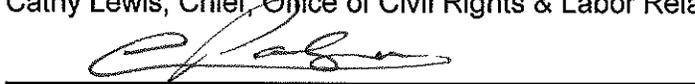
Karla Damian, Public Information Officer

12/12/11
Date



Cathy Lewis, Chief, Office of Civil Rights & Labor Relations

12/28/11
Date



Lazaro Palenzuela, Chief, Quality Assurance

12/29/11
Date

APPROVAL SECTION:



Ysela Llor, Interim Director, MDT

4-25-12
Date

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Policy Change Justification

(Give a brief description of the reason for change)

- Original issue of the TAPP

Revisions

The Policy is a dynamic document. As major revisions occur, the revisions and/or the entire policy will be distributed. For minor revisions, only the affected pages will be issued. Upon receipt, previous revisions of the policy shall be destroyed. Include all policies that are superseded in the description of revision block below.

Revision	Approval Date	Pages	Description of Revision
Rev. 0		New Document	

1.0 Authority:
MDT Director

2.0 Purpose:

To provide an efficient procedure for ensuring that Limited English Proficiency guidelines, as required by Title VI of the Civil Rights Act of 1964, are adhered to and reflected within the activities of the department's Public Involvement Program.

3.0 Policy & Scope

This TAPP applies to MDT staff within the Advertising and Media Relations and External Affairs divisions, who develop, implement and monitor public involvement activities.

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4.0 Cross Referenced Documents

Type	Number	Title
Plan	2009 Title VI Program Update Response to AFT C4702.1A	MDT Title VI Program Requirements Action Plan
Law	Pub. L. 88-352, 78 Stat 241	Title VI of the 1964 Civil Rights Act
Guidelines	Chapter 49, CFR Part 21	Department of Transportation Title VI Regulations

5.0 Definitions

Term	Definition
LEP	Limited English Proficiency
PSA	Public Service Announcement
Customer Service Outlets	A location where MDT sells fare media exclusively

6.0 Roles & Responsibilities

Individual	Roles & Responsibilities
Public Involvement Manager (PIM)	<ul style="list-style-type: none"> Review all publications for inclusion of Title VI language in required languages. Provide sign-in sheets, comment cards and other documents in required languages.
Manager, Advertising and Media Relations Graphics Staff, Advertising And Media Relations	<ul style="list-style-type: none"> Review and provide preliminary approval of all publications for inclusion of Title VI language in required languages. Coordinate the placement of signage at rail and mover stations, within buses & other locations as designated. Provide approval for all media buys.
GIC/IT Liaison	<ul style="list-style-type: none"> Oversee placement of LEP content on website.

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Senior Executive Assistant	<ul style="list-style-type: none"> • Provide final approval of TAPP for LEP Public Information Policy.
MDC Office of Records Management	<ul style="list-style-type: none"> • Shall follow the procedures as outlined in Administrative Order 7-24 on Records Management and guidelines set forth by the State of Florida, Department of State, Division of Library Information Services.

7.0 Requirements

Notice of Language Services to LEP Persons

The US DOT guidance indicates that once an agency, based on the four factor analysis, determines a need for providing language services, it is important that the agency notify LEP persons that these services are available and are free of charge.

Signage

MDT Advertising and Media Relations division will post signs in the most common areas visited by patrons and LEP persons to include:

1. All buses and rail cars (Posters)
2. Metrorail Stations (Windscreens)
3. MDT retail and customer service outlets (Government Center Kiosk, Overtown Transit Village)

Community organizations

MDT will work with community-based organizations and other stakeholders to inform LEP persons of MDT services and the availability of language services through the use of the following:

1. Participation in Community Outreach Activities
 - a) Career and Health Fairs
 - b) Sporting Events
 - c) Golden Passport Enrollment
 - d) Elected Official Sponsored Events
 - e) Homeowners' Association Meetings

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Telephone Messages

MDT will provide announcements on all of its customer service lines of the availability of LEP services.

Notices in local newspapers and on local radio stations

1. Local media outlets will be used to inform the public of LEP services:
 - a) Notices will be placed in Diario Las Americas, Haiti en Marche and other community papers as needed.
 - b) The public will be informed of LEP services through the use of PSA (Public Service Announcement) and/or paid advertisements as well as talk radio.

Presentations

MDT staff will include in its presentations that LEP services are available. Presentations are generally offered to the following:

1. Chambers of Commerce
2. Civic Organizations
3. Elder Services
4. Educational Institutions
5. Advisory Boards
6. Human Service Organizations

Language Assistance Measures

There are numerous language assistance measures available to LEP persons including both oral and written language services. Language assistance will be provided for LEP individuals through the use of oral interpretation as well as through the translation of key materials when necessary.

Oral Language Services

MDT will offer oral services to LEP individuals and will provide these services through the use of the following:

1. Language Interpreters
 - a) Upon request and as determined necessary based upon the LEP population, an interpreter will be provided at public meetings and hearings held by MDT.

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b) Bilingual staff will serve as interpreters at community events, public meetings and hearings.

2. Automated Telephone Services

- a) When contacting MDT's customer service patrons will be provided with a menu offering information in English or Spanish. If, based on the results of the 2010 Census, the Haitian population exceeds the mandatory 20% of Miami-Dade County's population; a prompt for Creole will be added.

Translation of Written Materials

Currently MDT translates most of its major publications into two other languages, Spanish and Creole. Moving forward the following procedures will be implemented:

1. Route Guides, System Maps, Fare Media Publications and Rider Alerts

- a) A statement advising of Title VI requirements and informing that language services and translated documents are available will be listed on all publications.
- b) When economically feasible, information will be translated in Spanish and Creole and included in the same document as information in English.

2. Outreach Materials

- a) All materials will be translated in Spanish and/or Creole to include:

1. Public meeting and hearing notices (advertisements and flyers)
2. All signage announcing public meetings and hearings
3. Sign-in sheets
4. Comment and speakers cards
5. All presentation materials to include fact sheets, newsletters, etc.

3. Website

- a) MDT will continue to provide route information in Spanish on its website. This feature may be updated in the future to offer services in Creole.
- b) MDT will post its Title VI Policy and LEP Plan on the agency website.

Rider Alerts

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Rider Alerts serve as a tool to inform all passengers of any deviations in transit service due to pre-planned route changes, special events or emergencies.

Pre-planned Route Changes/Adjustments

MDT conducts bi-annual changes and/or adjustments to its bus service. Such changes are a part of long-range (12 months) planning and therefore afford the agency the opportunity to advertise and provide detailed information to the public in a timely manner.

The following procedures will be used to disseminate information when changes or adjustments to service are made:

1. Changes and/or adjustments will be added to website in English and Spanish. A number will be available for Haitian Creole speakers to call for more information.
2. Signage will be placed in buses and Metromover and Metrorail cars announcing changes and/or adjustments.
3. Public Service Announcements will be made through the use of Spanish and Haitian Creole radio outlets.
4. As needed, and based on the extent of the changes and/or adjustments advertisements will be run in all major local periodicals.
5. MDTV, Miami-Dade County's cable television station will be used to advertise changes
6. The use of cable television to provide information is currently being explored.
7. Press releases will be disseminated to the local media.

Advance Notice Changes/Adjustments

Changes and/or adjustments that occur due to special events or temporary impacts such as road closures due to construction will be announced at a minimum of 72 hours prior.

The following will be implemented:

1. Changes and/or adjustments will be added to website in English and Spanish. A number will be available for Haitian Creole speakers to call for more information.
2. Signage will be placed in buses and Metromover and Metrorail cars announcing changes and/or adjustments.
3. Press releases will be disseminated to the local media.

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Short Notice Changes/Adjustments

Changes and/or adjustments that occur within an 24 hour window will be announced through the distribution of flyers and the posting of signage at all rail stations and buses that service the impacted route. As soon as route information becomes available, the following will be implemented:

1. Changes and/or adjustments will be added to website in English and Spanish. A number will be available for Haitian Creole speakers to call for more information.
2. MDT staff will distribute flyers at major bus terminals, transfer points and at rail stations.
3. Signage will be placed on buses that service the impacted route announcing the changes.
4. Press releases will be sent to the local media.

Alternate Methods of Informing Passengers

If feasible, MDT will create an audio announcement that can be played on buses announcing that a service change or adjustment is forthcoming and providing a number that passengers can call to receive more information.

Archived Materials

All collateral materials will be archived through the EDMS for inclusion in FTA Title VI report. Items will be scanned and forwarded to the Office of Civil Rights.

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For more details, see TAP Policy and Format No. POL-AD- 001, posted on the TAPP's.