Essential Spanish for Rural Transit

August 6, 2020, 2:00 PM ET
Webinar Instructions

• The GoToWebinar control panel is on the right side of your screen. It can be moved, opened or closed, or viewed in full-screen.

• We recommend using a phone call for audio. Participants will be muted during the presentation.

• If you experience technical difficulties, please let us know in the chat box.

• Ask your questions in the questions box. As time allows, we will answer questions after the presentation. We will also post a Q&A document on our website.

• The webinar recording and slides will be available within 1 week at nationalrtap.org/webinars.
Panelists

Cara Marcus
Resource Center Manager
National RTAP

Frank Thomas
Regional Transit Coordinator
Oregon Department of Transportation

Carroll J. Cottingham
Intermodal Civil Rights Manager
Oregon Department of Transportation
A Few Truths About Rural Public Transit

- Transit is not NEARLY as simple as we think it is
- Many of us take communicating in English for granted
- Tools we’ve developed and used to help bridge the language barrier are often impractical in real world settings
  - As a direct result they are unevenly applied between (and sometimes within) public transit systems
- Technology based solutions often fail providers in rural and highly rural settings
A Word About Essential Spanish

- Essential Spanish is the product of about 18 months of R&D by National RTAP
- It’s intended to be interactive and easy to use
- Supported by easy to use training tools
- This solution is a work in progress
- Spanish isn’t our only language barrier – just the most common
  - Essential Spanish may be the first of a suite of tools that improve how we communicate with riders who speak English less than well
Background

• Provides the most frequently asked questions passengers ask and the most important messages that transit drivers need to give passengers.

• Uses a simple English/Spanish format to facilitate effective communication.

• We conducted a rural transit driver survey of 60 drivers in 2019.

• This training leveraged several resources created by other organizations. See the bibliography in the technical brief.
Benefits to Transit Agencies and Passengers

• Aids compliance with Title VI of the Civil Rights Act of 1964.

• Leads to better communication with limited English Proficiency (LEP) persons for whom English is not their primary language.

• Taking reasonable steps to make sure that passengers whose primary language is not English can access their service is easy, supports stronger, more inclusive transit services, and is the right thing to do.

• Spanish is the language spoken at home other than English for about 13.5% of Americans. About 9.3% of the population of rural and small-town Americans are Hispanic.  (Source: Census Bureau)
Accessing the Training

Visit the National RTAP Resource Library in our Resource Center and perform a keyword search for Essential Spanish.

You can also run this search from any browser:

https://nationalrtap.org/Resource-Center/Advanced-Search?did=Essential%20Spanish
Ordering the Training

You can also order our training by calling 888-589-6821, emailing info@nationalrtap.org, chatting with the Resource Center at the top right-hand corner of http://nationalrtap.org, or filling out our request form at conferences.

Essential Spanish for Rural Transit (Training Module)

Available in: Hardcopy
Category: Transit Operations, Rider Groups, National RTAP, Transit Personnel
Publish Date: 06/19/2020

Essential Spanish for Rural Transit is a National RTAP training that provides the most frequently asked questions passengers ask, as well as the most important messages that transit drivers need to give those passengers, in a simple English/Spanish format to facilitate effective communication. The full training module (available on disc) includes a training card, a technical brief, a narrated PowerPoint presentation, and a quiz. The training was produced in partnership with Oregon Department of Transportation.

Permanent URL: http://nationalrtap.org/Resource-Library/Advanced-Search/?fid=1103
Training Cards

Two sizes:
- 8 1/2” x 5 1/2” card (shown here)
- 8 1/2” x 11” large print card

Transit agencies can order one of each size

Two easy to clean and sanitize finishes:
- Laminated card stock
- Polyester

When you place your order, Resource Center staff will ask which finish you would like
Technical Brief

• 18 pages
• What passengers ask - questions on location, schedule, fares, features, and more
• What drivers need to tell or ask passengers - information about customer service, safety, disabilities, etc.
• Spanish character pronunciation for letters used differently than in English (such as ñ in mañana)
• Essential Spanish words and phrases (greetings, numbers, colors, etc.)
Narrated PowerPoint

• Available on training disc – can be shipped to transit agencies

• Contains most of the phrases on the training card

• Read by a professional voice over artist
What do passengers ask?

Do you speak Spanish?
¿Habla español?

Does this bus go downtown?
¿Este autobús va al centro?

When do you stop running?
¿Hasta qué hora funciona el servicio?

How frequently do you come around?
¿Con qué frecuencia pasa?
Quiz

• Six questions, based on information in the card and/or Narrated PowerPoint

• Can be self-administered or given by a manager

• Answers are upside-down, but the Resource Center can provide a version without them

Let’s try our knowledge with this poll
How to Use the Training

- Training cards can be kept in the front of the bus for drivers to reference when they need to communicate with passengers whose first language is Spanish.

- Drivers can provide passengers with single-use copies of the cards so the passengers can find the questions they need to ask and start their conversation.

- The cards are easy to use for driver self-study in the break room, while parked and waiting for a passenger to finish an appointment, or at the beginning of the day before starting a route.

- The Narrated PowerPoint can be used individually or for a group in-person and/or online session.

- The technical brief can be added to agency training manuals.
Questions

Contact Information

• Cara Marcus, Resource Center Manager, National RTAP,
cmarcus@nationalrtap.org

• Frank Thomas, Regional Transit Coordinator, Oregon Department of Transportation,
Frank.THOMAS@odot.state.or.us

• Carroll J. Cottingham, Intermodal Civil Rights Manager, Oregon Department of Transportation,
Carroll.J.COTTINGHAM@odot.state.or.us