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Detroit Department of Transportation Launches Interpretive Outreach Services For Spanish-Speaking Communities

The Detroit Department of Transportation (DDOT) is implementing a pilot program on Mon., Jan 4, 2010, for individuals with limited abilities to read, write, speak and/or understand the English language. The Title VI, Executive Order 13166 Federal program, known as Limited English Proficiency (LEP), provides essential guidelines to allow meaningful access of transit services to all individuals regardless of their proficiency in English. As a result, DDOT's first language selection concentrates on the Spanish-speaking communities within its fixed-route service area. The selection is based on the 2000 U.S. Census, as more than 10 million people reported that they do not speak English or speak the language well. This segment increased by 65 percent from 1990 to 2000, and among the limited speakers, Spanish is the language most frequently spoken. In 2007, approximately 34 million individuals reported speaking Spanish in U.S. households, which is more than all other languages combined, except English.

Implementation of this Spanish-based customer-friendly pilot program entails bringing transit awareness through an interactive interpretation call-in service into

DDOT's Customer Services Office, placement of interior messages on buses, community-based distribution of informational flyers, and placement of materials on DDOT's Web site. As planned and once implemented, bus-riding passengers will experience the same benefits as English-speaking riders by knowing and utilizing DDOT's many products and services solely designed with the customer's travel needs in mind.

Customers can also obtain LEP information from DDOT's Main Office, 1301 E. Warren Ave., Det., Detroit Public Libraries, any Neighborhood City Hall, Latin Americans for Social and Economic Development (LA SED), Latino Family Services, Ste. Anne's Church or Online at: www.RideDetroitTransit.com.

If additional information is required, please call DDOT's Customer Service Office at (313) 933-1300.