

City of Austin
Aviation Department



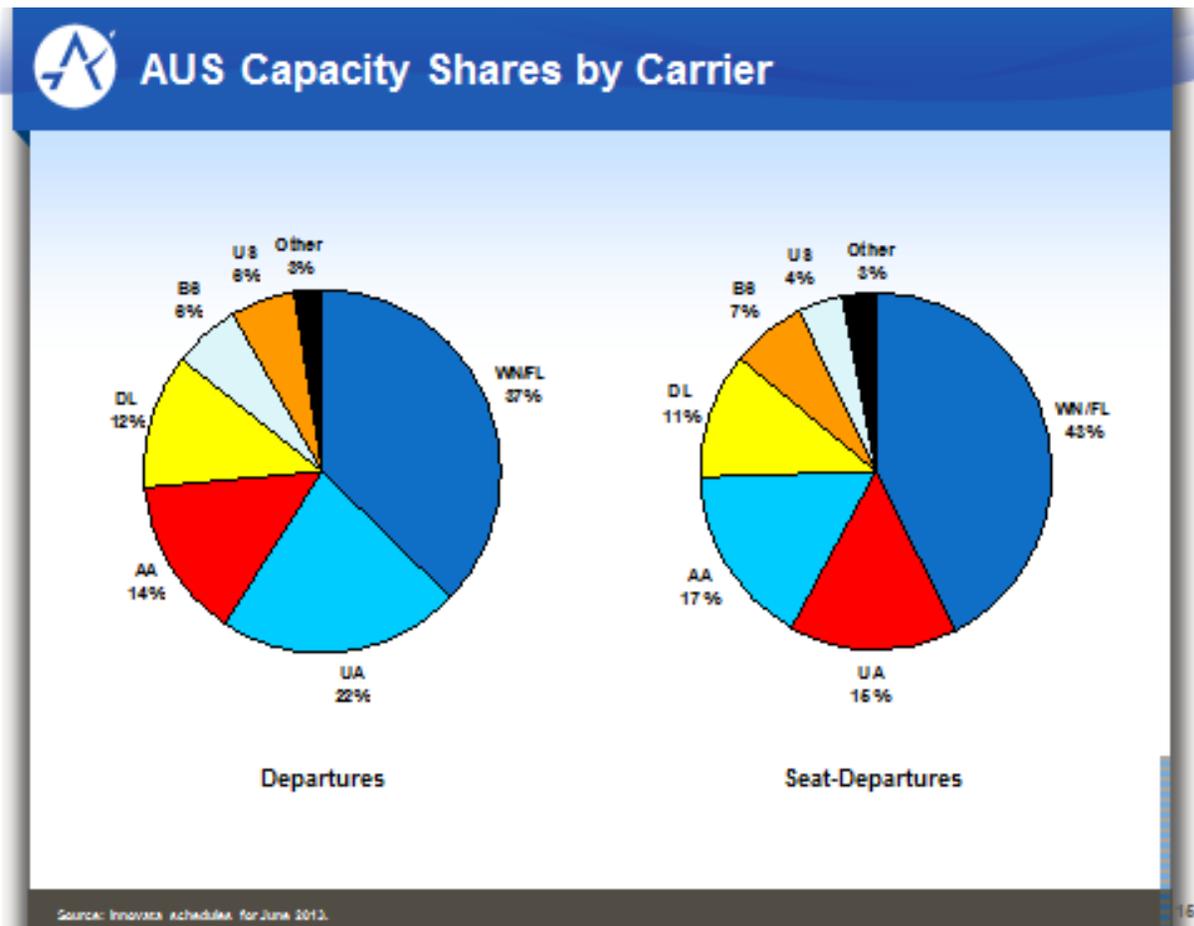
Austin-Bergstrom
International Airport

Language Assistance Plan

July 2013

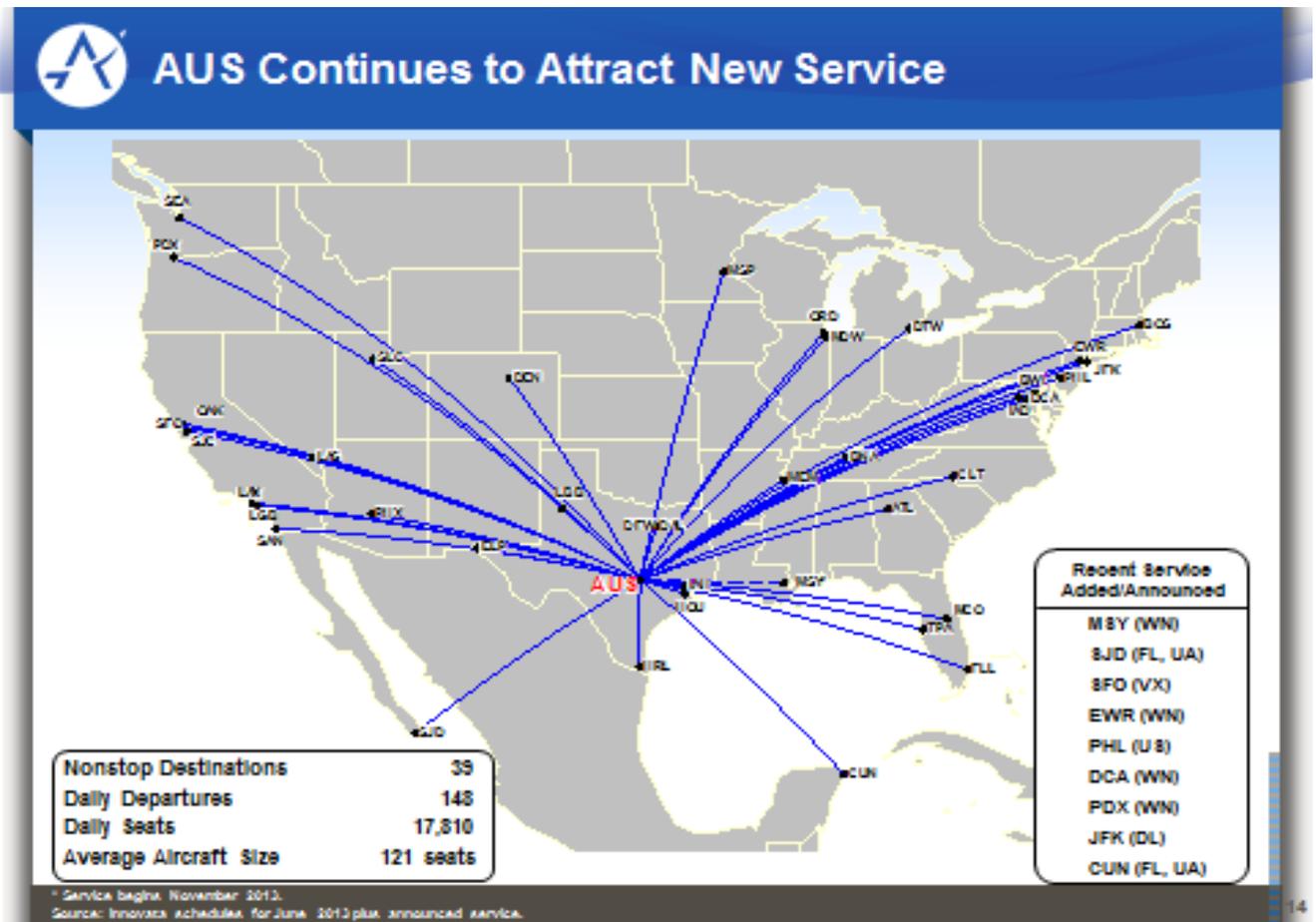
Introduction:

Austin-Bergstrom International Airport is a medium hub airport serving 9.4 million passengers in 2012, with nine (9) major airlines.



In 2012, 97,523 visitors used the services of the Visitors Center located in the Barbara Jordan Terminal.

Forty (40) nonstop markets, 38 domestic and two international (Cancun and Cabo San Lucas).



Purpose:

The purpose of this Language Assistance Plan (LAP) is to ensure persons with limited English proficiency have meaningful access to information and equal opportunity to services offered by the City of Austin Aviation Department (Aviation Department).

The Aviation Department is committed to ensuring equal access to its services by all customers, regardless of primary language spoken. Title VI of the Civil Rights Act of 1964 is a federal law that protects persons from discrimination based on race, color, or national origin in programs and activities that receive federal financial assistance. Title IV require recipients of federal

financial assistance to take responsible steps to ensure meaningful access to programs and services by Limited English Proficient (LEP) persons. Persons who do not speak English as their primary language and who have a limited ability to read, write, speak, or understand English may be considered LEP persons.

The Aviation Department used the resource of the U.S. Department of Transportation's *Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP)* to prepare this (LAP). This plan defines the actions to be taken by the Aviation Department to ensure Title VI compliance for LEP persons. The Aviation Department will periodically review and update this LAP in order to ensure continued responsiveness to community needs and compliance with Title VI.

Plan Summary

The plan outlines how to identify a person who may need language assistance; the ways assistance may be provided; staff training that may be required; and how to notify LEP persons that assistance is available.

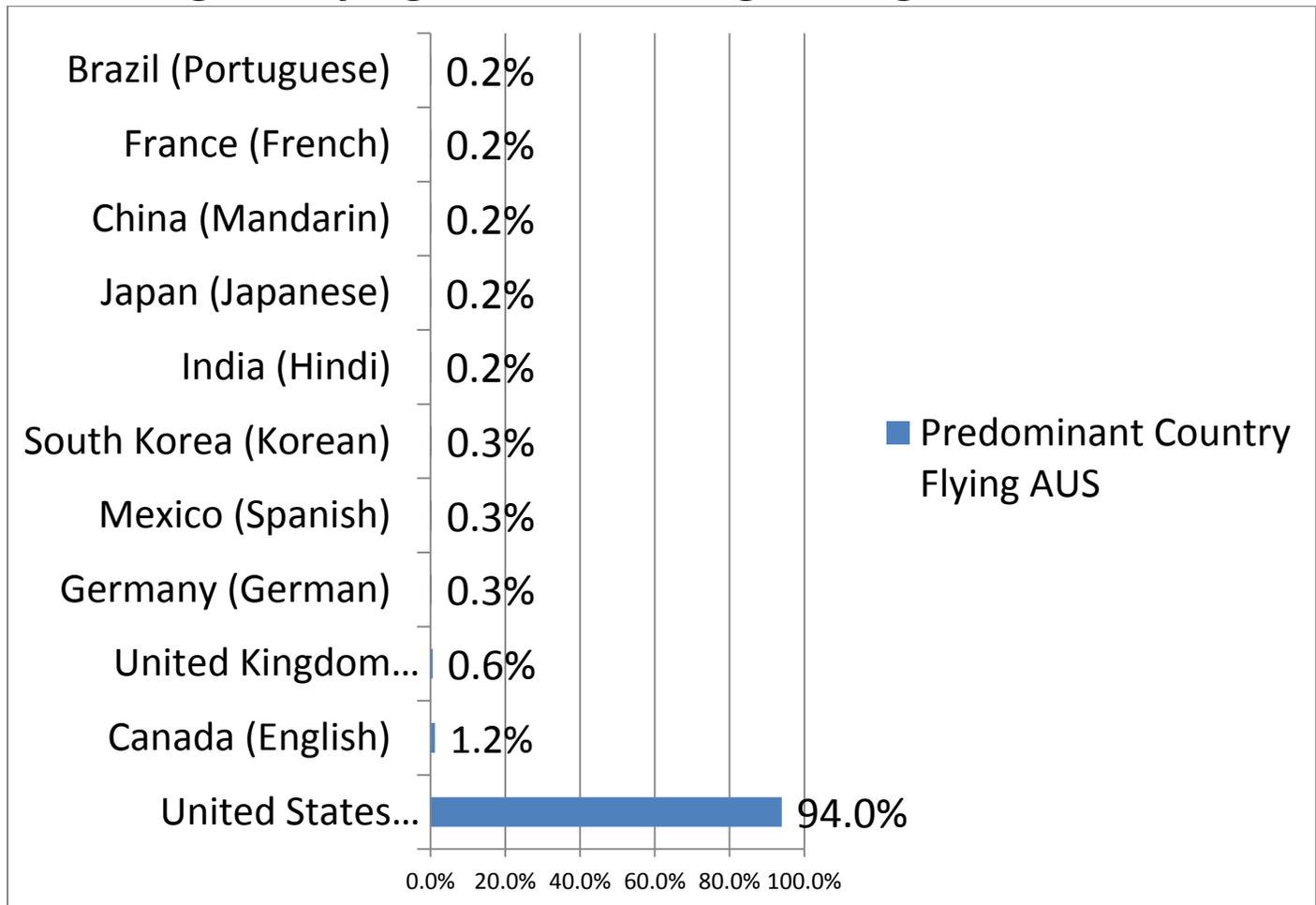
Austin-Round Rock-San Marcos Demographics

Approximately 56% of all passengers utilizing Austin-Bergstrom International Airport originate from the Austin area.

To better determine local demographics, the Aviation Department staff reviewed the 2010 US Census Report for the Austin-Round Rock-San Marcos, TX Metro Area and determined that 1,554,701 persons reside in the Austin-Round Rock-San Marcos, TX Metro Area. Of this total, approximately 11% or 172,533 have limited English proficiency; that is they speak English “not well” or “not at all”. Of those persons with limited English proficiency, 144,202 speak Spanish, 6,436 speak Vietnamese, 5,042 speak Chinese, and 2,760 speak Korean.

Additionally Aviation Department staff reviewed USDOT flight information statistics to determine typical passenger demographics related to language spoken, whether in-bound or outbound of Austin-Bergstrom International Airport. The chart below signifies these originating countries.

Passengers Flying into AUS, Originating Countries



Language Assistance Provided Currently

The Aviation Department staff will take reasonable steps to provide the opportunity for meaningful access to LEP customers who have difficulty communicating English.

The following resources are available currently to accommodate LEP persons:

1. Oral interpretation: where feasible, Aviation Department staff will be deployed within a reasonable time period to communicate with LEP individuals in their native languages and assist them in answering questions regarding aviation services. Spanish is the non-English languages spoken most frequently by eligible persons served by the Aviation Department. The Aviation Department has a number of employees who are bilingual with Spanish and English. Employees are compensated for their language skills through

the City of Austin Bi-Lingual Employee Program and are screened for language proficiency upon hire. Ten employees in the Aviation Department are compensated to use Spanish and Korean as part of everyday job, including assisting passengers or other customers in the terminal. Currently the Aviation Department's employs staff members who speak Spanish, Korean, Arabic, French, Thai, and Sign Language.

2. Partner Resources

Partners serving Austin-Bergstrom International Airport also have the ability to provide language interpretations.

- a. Southwest Airlines, with 38% of Austin-Bergstrom International Airport travelers, reports using onsite staff if available and, if not available, staff contact Southwest Airlines corporate reservations to request a native language speaker for the passenger for phone assistance. The carrier's service supports a number of different languages.
- b. US Airways reports the use of the carrier's 24 hour language line.
- c. JetBlue uses skilled onsite staff if available, and if not JetBlue staff contacts the carrier's 24 hour language line.
- d. Alaska utilizes onsite staff if available, and, if not Alaska staff contacts the carrier's 24 hour language line.
- e. Delta would uses onsite staff if available, and, if not the carrier would offer its 24 hour language line.
- f. Frontier uses a 24 hour language line.
- g. American Airlines reports using onsite staff if available and, if not available, staff contacts American Airlines reservations for assistance.
- h. United Airlines uses -onsite staff if available and, if not available, staff contacts United Airlines Help Desk for support.
- i. Virgin America reports using a roster of teammates that speak other languages and, if not available, staff utilizes services on the internet.
- j. Delaware North Companies, Inc. reports using onsite staff if available and, if not available, staff contacts airlines then aviation staff for assistance in translating.
- k. Auntie Anne's reports they have fluent Spanish/English and German onsite staff to assist.
- l. Wok N Roll reports that their staff can provided language assistance for Chinese, Spanish, Thai and Creole speakers.

- m. Other key airport tenants have not reported specific methodology used to assist passengers with limited English. Aviation staff will continue to gather this information.

3. Public Address Announcements

The Aviation Department broadcasts security messages in both English and Spanish to ensure the public address (PA) announcements reach the largest audience. The PA announcements consist of curbside, screening, and security information throughout the 700,000 sq. ft. Barbara Jordan Terminal. The announcements are played approximately every 15 to 30 minutes depending on placement in the queue.

4. Bi-lingual and International Signs

Signs in the international customs area are in Spanish and English. Universal symbols are used throughout the passenger terminal and airport footprint from parking to curb to gate.

5. Video Phones

Phones for Hearing Impaired are available on the concourse across from gate 4 and adjacent to gate 16, and in Bag Claim near the Hertz rental car counter. Services include access to ASL translators. This service is cross-promoted through the airport web site www.abia.org.

Additional Language Activities Being Reviewed

- The Aviation Department will examine whether the use of contracted over-the-phone language interpretation should be incorporated in the plan.
- Examine the use of "I Speak" materials.
 - The Aviation Department will consider distributing and/or make available the CRCL "I Speak" materials to be used especially at the information center to assist representatives in identifying languages spoken by customers encountered. Such cards, for instance, might say, "I speak Spanish" in both Spanish and English. LEP persons will view the cards and identify their language needs to staff.
- Explore the feasibility of tracking languages encountered by the visitors accessing the Visitors Information Center located in the baggage claim.
- ABIA will also consider the use of emerging technologies to address foreign language needs. The Google translator service for web browser for example is under

consideration for the airport's official web site. It was used as a pilot program during a major international event held in Austin.

Staff Notification and Training

Immediately upon its completion and approval, the LAP will be made available to all City of Austin Aviation Department staff by posting on the intranet access. Additionally at the New Employee Orientation, the Division Managers meeting and the Management Team Session the LAP and its posting location will be discussed with managers.

The following training will be provided to customer service personnel and volunteers working in the airport's Visitors Center, both in the individual training modules and a hard copy at the desk at the Visitor Information Center:

- Information on the Title VI Policy and LAP procedures.
- Description of language assistance services offered to the public.
- Documentation of language assistance requests.
- How to work effectively with in-person and telephone interpreters.
- How to handle a potential Title VI/LEP complaint through the existing Customer Relationship Management System (CRMS) complaint tracking form.

Customer Notification

Immediately upon its completion and approval, the Aviation Department will post signs at the Visitors Information Center counter notifying LEP persons of the LAP and how to access the language service. Include notification information on the ABIA official web site 'Travel Tips section'.

The Aviation Department will work with community-based organizations such as SXSW, COTA, ACL and COA International Office to communicate the LAP policies and procedures and to seek feedback on effectiveness. Additionally 512-530-2242 main number respondents will be trained specifically about the policy and procedures.

Monitoring

On at least an annual basis, the Aviation Department will conduct an evaluation of the LAP to determine overall effectiveness. The evaluation will consider what is working and what is not working and adjustments to the LAP will be made accordingly. The evaluation will also determine whether new languages will be added for translation based on ongoing community needs assessments.

Limited English Proficiency Complaint Procedure

Inquiries or complaints from the public can be reported verbally at (512) 530-ABIA (2242) or in writing to airportinfo@austintexas.gov or by using the customer comment cards located at the Visitor Information Center located in baggage claim. This process is currently enabled through the Customer Relationship Management System, an existing software program with a centralized administrator tracking the department's complaints, compliments and suggestions.