



Metro

Los Angeles County
Metropolitan Transportation Authority

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July 11, 2018

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: PAULETTA TONILAS *P.T.*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: ONLINE MULTI-LANGUAGE COMMENT FORMS

ISSUE

As Metro works to enhance the customer experience, staff is implementing a major improvement in how customers who speak a first language other than English communicate with the agency. The Office of Civil Rights in partnership with Metro ITS and Customer Care has developed multi-language comment and complaint forms to assist Limited English Proficiency (LEP) patrons who wish to submit their comments and concerns to Metro's Customer Care representatives through the Metro website. This improvement aligns with the CEO's goals for the agency to improve the customer experience and expanding access to transportation options.

BACKGROUND OR DISCUSSION

In November 2017, the agency adopted a Limited English Proficiency (LEP) Policy outlining the steps Metro employees should take to assist LEP patrons. The purpose of the policy is to ensure meaningful communication with LEP customers, and that Metro is fully compliant with Title VI of the Civil Rights Act of 1964; Federal Executive Orders on Limited English Proficiency; Department of Transportation Regulations; and Federal Transit Administration Guidance.

An outcome of the Metro policy is the creation of a process to manage and respond to inquiries through the Metro website in the nine identified languages in the LEP Policy.

Nine LEP Languages Represented in Digitized Customer Comment Forms

- Spanish
- Chinese (Simplified & Traditional)
- Korean
- Vietnamese
- Japanese
- Russian
- Armenian
- Thai
- Khmer

Metro's Customer Care Department has long been utilizing a telephone service to speak to customers in other languages. This new process now allows Metro to serve LEP customers through the website.

NEXT STEPS

Starting Wednesday, July 11, the multi-language forms will go live on the Metro website. If a LEP customer wants to submit a comment form, they can translate the form into any of the nine LEP languages, type using non-English characters and submit their comment for review and response. The customer will receive an immediate response in the same language with the response: "Thank you for your comment. Due to the translation process, staff will respond to your comment/complaint within 3-5 business days."

When the form is submitted, it is sent to Civil Rights and Customer Care for processing. Metro has contracted with three vendors to provide translation of the comment forms for review and processing. Once an answer is prepared, a Customer Care agent will respond to the customer through their preferred method: Either contact the patron with an interpreter on the telephone to respond to the customer in their language and address their concerns, or send a translated email response.