



Limited English Proficiency (LEP)

Implementation Plan

In the Phoenix Metropolitan Area, there are 40 different languages spoken in households where English is not the predominate language. Sixty eight percent of the population speaks English as a primary language and 27 percent of the population speaks Spanish as the primary language. The remaining five percent of the population represents 39 different languages as the primary language, but each language spoken represents less than one percent of the entire regional population. Twelve percent of the service area population represents LEP residents that do not speak English or do not speak English well.

The City of Scottsdale's LEP Plan content is consistent with the guidance on an effective language implementation plan expressed in Sections V and VII of the U.S. Department of Transportation's Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons [Federal Register: December 14, 2005 (Volume 70, Number 239), 70 FR 74087].

Table 2. Demographic Information for City of Scottsdale¹

Demographic	2012 Census Estimate	Demographic	2012 Census Estimate
Population by Race			
Total Population:	223,517	Number of Disabled	22,456
White alone	194,062	Number Age 65 and Over	42,946
Black or African American alone	3,652	65+ with a Disability	10,853
American Indian and Alaska Native alone	1,741	Low Income	
Asian alone	7,239		
Native Hawaiian and Other Pacific Islander alone	208		
Some other race alone	5,525		
Two or more races:	4,958		
Category by Ethnicity			
Hispanic or Latino (of any race)	19,225*		
Not Hispanic or Latino (of any race)	198,160		

¹ Data from the Census' 2008-2010 American Community Survey 3-Year Estimates for Scottsdale. ²Hispanic/Latino Origin is considered an ethnicity and can be of any race.

PROVIDING MEANINGFUL ACCESS TO LEP PERSONS

The ADOT guidelines require LEP plans to address six elements that include identifying LEP individuals with language needs, delineating the measures and materials needed, training staff, providing notice to LEP persons regarding availability of assistance, and disseminating copies of the plan and updating it. Copies of the plan can be accessed from the City’s website, or placing a request to the City’s Title VI Coordinator at 480-312-2727 or by emailing diversity@scottsdaleaz.gov

Providing Access to Transportation Services and Activities:

The same legislation, Title VI of the Civil Rights act and Executive Order 13166 (2000), also define the need to include persons with Limited English Proficiency (LEP) in the provision of full transportation access. The purpose of this LEP plan is to document Scottsdale’s approach for complying with the City’s responsibilities to LEP persons as defined by these and other legislative documents.

Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency (August 2000), reinforces the Federal Government’s commitment to improving the accessibility of services to eligible LEP persons, a goal that reinforces the government’s equally important commitment to promoting programs and activities designed to help individuals learn English. The order directs each Federal agency to work to ensure that recipients of Federal financial assistance (including recipients of ADOT and FWHA funds) provide meaningful access to their LEP applicants and beneficiaries.

Scottsdale has two factors that compel our City to be proactive in meeting the needs of our minority and LEP populations. The City’s resort and tourism industry draws workers from throughout the Valley making Scottsdale a net importer of employees, many of whom are LEP. The tourism industry also attracts thousands of international visitors who are well versed in using transit, but who do not always speak English very well. While Scottsdale’s LEP and other minority populations appear small, the City recognizes the need to be proactive in meeting access needs for these populations for the benefit of employers, visitors, the community and our own LEP population.

Table 3. Population Language Mastery¹

Category	Estimated Number	Percent of Total
Total Population	208,948	100%
Speak only English	180,496	86%
Speak English “very well”	18,746	9%
Speak English less than “very well”	9,706	5%

¹ Data base: U.S. Census Bureau 2006-10 American Community Survey, 5-Year Estimates.

Identifying LEP Populations:

The plan identifies the steps Scottsdale takes toward providing language assistance for LEP persons seeking meaningful access to the City's transportation project system. By Federal definition, a LEP person is one who does not speak English as their primary language and who has a limited ability to read, speak, write or understand English.

The Census Bureau classifies mastery of the English language into four categories: 1) very well, 2) well, 3) not well, and 4) not at all. The term "less than very well" includes categories 2, 3 and 4, and defines the LEP audience which is the focus of this LEP language assistance plan. The plan provides guidance on how to identify a person who may have language assistance needs and various methods for supplying assistance.

First, a four factor analysis will be done to determine the extent to which LEP services needed to be provided. This analysis will consider the following:

1. The number or proportion of LEP persons eligible to be served or likely to be encountered by a program, activity, or service of the recipient or grantee.
2. The frequency in which LEP individuals come in contact with services.
3. The nature and importance of services to LEP individuals.
4. The resources available to the recipient and the costs.

Service Area Evaluation by Factor:

The following is Scottsdale's evaluation of each factor which forms the basis for our approach to ensuring and enhancing access for the City's LEP population:

Factor 1: *The number or proportion of LEP persons eligible to be served or likely to be encountered by a program, activity, or service of the recipient or grantee.*

According to the U.S. Census Bureau 2006-10 American Community Survey, 5-Year Estimates for the City of Scottsdale there are 39 different languages spoken in households where English is not the predominate language. Eighty-six percent of the population speaks English as a primary language and seven percent of the population speaks Spanish as the primary language (see Table 1 below). The remaining seven percent of the population represents 38 different languages as the primary language; however, each language spoken represents less than one percent of the entire city population.

In all, the City of Scottsdale has a total LEP population of approximately 9,706 or five (5) percent of the total population. This percent is less than half that of the Phoenix Metropolitan Area (12 percent). The population counts of the four most predominant primary language populations are Spanish (6,025), Chinese (447), French (412), and

Russian (310). The map in Attachment C delineates Census information regarding LEP populations in Scottsdale based on Census information, as well as trip generators and public meeting facilities. The map also indicates that when the bus and trolley systems are overlain on the LEP population it can be seen that the service area encompasses the City's entire LEP population.

Factor 2: *The frequency in which LEP individuals come in contact with services.*

The frequency with which staff have or could have contact with LEP persons will be analyzed by talking with staff and assessing the lack of complaints from LEP consumers (not assumed to necessarily correspond to lower incident of program contact), and by reviewing customer complaints in our City.

Factor 3: *The nature and importance of services to LEP individuals.*

Scottsdale will ensure that Spanish speaking staff or designated interpreters are available during all hours of operation including public meetings for transportation (FHWA) projects. The Courts and Police Department also serves as a LEP resource for the entire city including transportation activities or programs.

If staff is proficient in the language that the customer is speaking, they will communicate with the customer and provide assistance. If staff is not proficient in the language, they will ask Scottsdale City Court for assistance. If fluency in the needed language is not found among Scottsdale City Court, assistance may be acquired through Language Line Services. Language Line Services provides over-the-phone, on demand video remote interpreting, and on-site interpretation, translation of documents, websites, and multimedia in over 200 languages.

Public Information resources:

- Bilingual (English and Spanish) information.
- Graphic-oriented interior signage including FHWA Title VI Notification.
- On-site open houses using graphic displays prior any planned or programmed (FHWA) transportation-related projects. Questions answered in Spanish and English.
- Written translation services through City of Scottsdale Office of Communications.
- Annual Satisfaction Survey administered verbally in both English and Spanish for FHWA Transportation Projects.
- Scottsdale Transit Survey administered biennially in English and Spanish

Factor 4: *The resources available to the recipient and the costs.*

Using the LEP guidance in 70 FR 74087 - 74100 on implementing an LEP plan, the following tasks will be used to address the needs of the LEP population served:

1. ***Identifying LEP individuals who need language assistance.***

- A staff greeter at each public meeting helps determine language assistance needs through interactions with incoming attendees either through the use of learned Spanish phrases or language assistance cards.
- Scottsdale transportation staff also works with the City's Human Services department to provide information on transit as needed for their clients. The Human Services department also provides operations at the City's three community and senior centers, two of which are served by circulator service.

2. ***Providing language assistance measures.*** Currently Scottsdale provides several means for providing assistance including:

- The City Call Center number, 480-312-3111, is the receiving point for LEP assistance calls and triages them to the appropriate staff. This number is printed on all materials.
- Language assistance cards are provided, as well as to direct non-English speaking individuals to City resources.
- Website notification of assistance availability will be posted on the City's website.
- Brochures – printed notification of assistance availability and transportation projects currently can be printed in English and Spanish, also available on line (Chinese, Russian, and French under development).
- Provide option for bilingual Spanish speaking staff to be at public meetings as well as additional language translators, when requested.
- Network with local ethnic and language organizations and the City's Diversity Advisory Committee to provide them with information for dissemination to their members about the city's transportation programs.

3. ***Training staff.*** A copy of this plan will be transmitted to the transportation department. In addition, the following has, and will continue to, occur.

- The Transportation Administrator and/or Title VI Coordinator will work with the transportation staff to educate on Title VI/LEP requirements.
- The Transportation Administrator and/or Title VI Coordinator will provide training to transportation staff on the use of the language identification

flashcards and appropriate ways to interact with individuals needing language assistance.

- The Transportation Administrator and/or Title VI Coordinator will provide training to transportation staff on appropriate methods for interacting with a potential Title VI/LEP complainant.

4. Providing notice to LEP persons of the availability of language assistance.

- Language assistance information is posted on Title VI Compliance poster.
- A Spanish version will include Title VI/LEP information indicating its availability of other languages (Chinese, Russian, and French versions being developed)
- The City's website contains LEP assistance information

5. Monitoring and updating the LEP plan. This plan will be evaluated annually and updated every three years or sooner if necessary. The following evaluations should be undertaken at a minimum to gain information prior to the update:

- Compare more recent census information to the information used for the previous plan, if available, to determine if changes have occurred in the LEP population.
- Perform an annual evaluation of the contractor in May of each fiscal year to determine if the contractor has followed the plan and if any adjustments are needed. Compliance with the plan should be factored into whether or not the annual increase is granted or into the liquidated damages formula.
- Evaluate public outreach activities for LEP compliance and effectiveness.

Copies of the LEP plan will be on file in the Title VI Coordinator/Office of Diversity and on the city's website in English and Spanish. A copy will be sent to the Human Services Department, Transportation Department and the Call Center Department. Anyone may obtain a copy in English or Spanish upon request. The information available makes it clear that questions or comments regarding the plan can be directed to the City's Title VI Coordinator:

Title VI Coordinator/Office of Diversity
City of Scottsdale
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
Phone: 480.312.2727
diversity@scottsdaleaz.gov