

OVERVIEW

Introduction

Phoenix Sky Harbor International Airport (PHX or Airport) is a large hub airport serving 40.3 million passengers in 2013 through 436,184 operations (landings and takeoffs). It is one of the ten busiest airports in the nation, with more than 100,000 passengers arriving and departing each day.



PHX assures that no person shall, on the grounds of race, color, national origin, handicap, sex, or age, as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987 (Public Law 100.259) and subsequent nondiscrimination laws and related authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. This *Language Assistance Plan* (LAP) has been prepared to address PHX's responsibilities as a recipient of federal financial assistance as it relates to the needs of individuals with limited English proficiency language skills.

Background

On August 11, 2000, President Clinton issued Executive Order 13166, *Improving Access to Services for Persons with Limited English Proficiency*, indicating that differing treatment based upon a person's inability to speak, read, write or understand English is a type of national origin discrimination. The Executive Order directs agencies to publish guidance for their respective recipients clarifying their obligation to ensure that such discrimination does not take place. The Executive Order also requires federal agencies, and their recipients, to examine the services provided, identify any need for services to those with limited English proficiency, and develop and implement a system to provide those services so limited English proficient individuals have meaningful access to those services.

The Airport has developed this LAP to help identify reasonable steps for providing language assistance to persons with limited English proficiency (LEP) who wish to access provided services. As defined in Executive Order 13166, LEP persons are those who do not speak English as their primary language and have limited ability to read, speak, write or understand English.

Recipients of federal funds must take reasonable steps to remove barriers for LEP individuals. The starting point is an assessment that balances the following four factors:

1. The number or proportion of LEP individuals in the service area who may encounter or be served by the Airport.
2. The frequency with which LEP individuals come in contact with Airport services.
3. The nature and importance of services provided by the Airport to the LEP population.
4. The resources available to the Airport and overall cost to provide LEP assistance.

DETERMINING NEED: FOUR FACTOR ANALYSIS

Factor 1: The number or proportion of LEP individuals in the service area who may encounter or be served by the Airport

The U.S. Census Bureau’s American Community Survey (ACS) 2008-2012, was the major data source used to determine the number of LEP persons in Maricopa County, in which the Phoenix metropolitan area resides. While PHX serves a majority of the state of Arizona, Maricopa County holds the largest population of the state residents and will be considered a representative population of the residents of other Arizona counties. Consistent with the Safe Harbor Clause of the U.S. Department of Transportation LEP Guidance, this data also determined language groups that equal or exceed five percent of the regional population that are considered LEP.

Per the ACS data in Table 1, Maricopa County has a total population of 3,557,419 five years old and older. Of this total, the ACS estimates that 939,669 or 26.4% of the population speaks a language other than English in their household. The ACS further details that 10.5% or 373,954 of the region’s population speak English less than “very well” or are LEP. Based upon the estimates in the same ACS table, the Maricopa County LEP population is comprised of 8.5% Spanish speaking population, 1% speak Asian or Pacific Islander languages, 0.7% speak Indo-European languages, and .04% speak other various languages. Based upon these percentages, Spanish will be the primary language targeted for language assistance by PHX.

Table 1: Language Spoken at Home

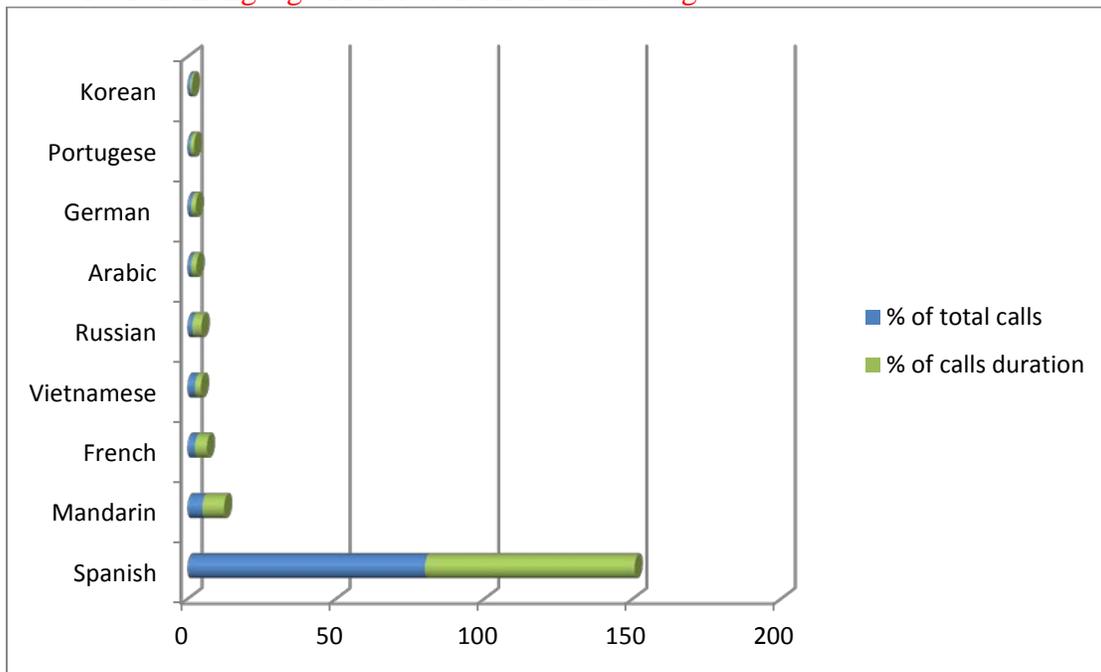
	Estimate	Percent
Population 5 years and older	3,557,419	
English only	2,617,750	73.6%
Language other than English	939,669	26.4%
Speak English less than "very well"	373,954	10.5%
Spanish	729,055	20.5%
Speak English less than "very well"	302,560	8.5%
Other Indo-European languages	89,130	2.5%
Speak English less than "very well"	23,210	0.7%
Asian and Pacific Islander languages	81,268	2.3%
Speak English less than "very well"	35,420	1.0%
Other languages	40,216	1.1%
Speak English less than "very well"	12,764	0.4%

Source: 2008-2012 American Community Survey 5 year Estimates, Maricopa County, AZ

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

Two different sources were used to determine the frequency with which LEP individuals utilize Airport services. First, a review of a phone translation service PHX offers in which LEP individuals can be connected to a translator speaking the language of the individual. This translation phone service is offered in up to 56 different languages at no cost to the LEP individual. It is an Airport contracted service, available at any Airport information desk, but can also be utilized by calling through the Airport’s communication center. This service also provides an information report outlining the languages used and the length of calls. A review of the report data shows Spanish is the predominantly used language in the phone translation service, as illustrated in Table 2 below. PHX provided translation services in 20 different languages. Spanish was the most popular translation service language utilized with 256 total calls (80% of all calls) and 1,018 minutes total time (71% of total calls duration). The next most demanded languages were Mandarin, with 16 calls, and French and Vietnamese, with 8 calls each.

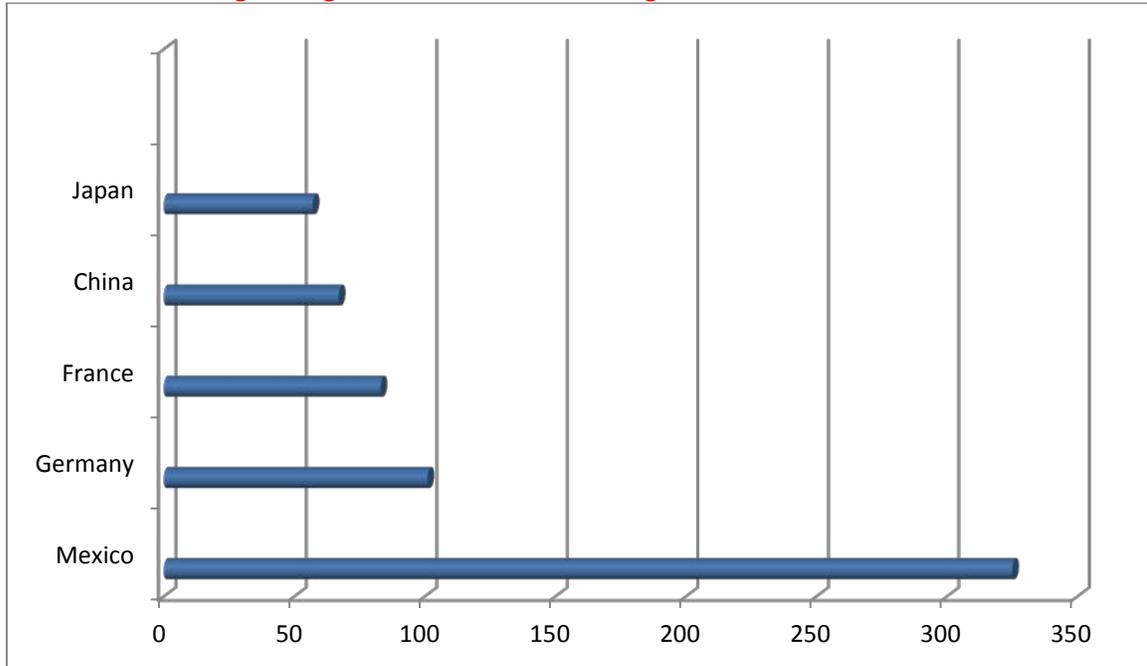
Table 2: Language Translation Phone Line Usage



Data reflects language translation services provided for a 10-month period of December 2013 through September 2014. (Only the eight most translated languages of the 20 utilized during this period are illustrated.)

The second consideration to determine the frequency with which LEP individuals utilize Airport service was to examine the number of international travelers utilizing PHX. Airport staff reviewed information from a variety of sources including the U.S. Department of Transportation (USDOT), Airports Council International (ACI), marketing information data tapes (MIDT), and data provided directly by the airlines to determine typical passenger demographics related to language spoken by both in-bound or outbound passengers. Table 3 outlines these originating countries:

Table 3: Originating Countries, PHX Passengers



Data reflects average daily PHX passengers traveling to/from predominantly non-English speaking countries in 2013. Data analysis provided to PHX through Oliver Wyman.

The country of origin may not point to individual passengers specifically being LEP, but it is a reasonable assumption that the travelers may have partial English capacity. Publication of vital travel information in the language used by the predominant number of international travelers using PHX, in this case Spanish, assists those with any English limitations that may inhibit their access to services.

Factor 3: The nature and importance of services provided by the Airport to the LEP population



PHX serves not only the Phoenix metropolitan area, but a large portion of the State of Arizona, as the connection to air worldwide travel services. As such, PHX is a primary gateway for individual entry into and out of Arizona. The Airport serves as the key transportation resource for many LEP Arizona residents to go visit or receive family from different areas of the world. And with Phoenix and Arizona being major tourist destinations, it's critical that the Airport is ready to serve international visitors who may often have

limited English proficiency. Assuring all individuals, regardless of their origin or

their language, are provided a safe and pleasurable transportation experience is the critical mission of PHX.

Factor 4: The resources available to the Airport and overall cost to provide LEP assistance.

Assessing available resources is a continual process. It involves utilizing translation services for appropriate documents, paying phone-line interpreter contracts, making use of volunteer language interpreters, and analyzing available staff language resources. Costs for these services can vary based upon competitive bid processes, translation cost priced per word, turnaround times and complexity of specialized content. PHX is committed to providing the financial resources needed to assist its LEP passenger. The types of services available are more fully detailed in the Language Assistance Measures outlined further in the next section of this report.

IMPLEMENTATION

An important part in providing meaningful access for LEP individuals is to ensure effective communication. To accomplish effective communication, the following language assistance measures and actions are considered appropriate:

- A. Provide language interpretation
- B. Notify LEP customers of language assistance services
- C. Identify and translate vital documents
- D. Train staff in public contact positions
- E. Monitor and evaluate access to language assistance

A. Provide Language Interpretation

PHX takes reasonable steps to provide the opportunity for meaningful access to LEP persons who have difficulty communicating in English, including:

- Utilize PHX and contracted staff that are fluent in communicating through various languages to assist LEP persons with oral interpretation. The volunteer (Navigators) customer service agents at PHX speak a variety of languages as noted in Table 3:

Table 3: Languages and ‘spoken by’ number of PHX customer service Agents

Chamorro	1	Italian	4
Chinese	3	Japanese	1
Dutch	2	Latvian	1
French	10	Russian	1
German	10	Spanish	28
Hebrew	1		

Source: PHX Public Relations, July, 2014

- Phone Translation Services are available, a contracted service where an LEP customer can be placed on a call with a translator that speaks the LEP

individual's language. The phone translator relays the questions and responses between the LEP caller and the local PHX customer service agent.

- The Paging Assistance Locations at PHX have the ability to provide terminal paging service through video screen assistance and overhead paging in English and Spanish.
- Spanish speaking Public Relations staff are available to translate Airport Press Releases for the Spanish media to inform local residents about Airport services and activities.
- When presentations are made or planned by PHX staff in local areas with a known concentration of LEP persons, special efforts are made to have meeting notices, fliers, advertisements and agendas printed in Spanish, as well as provide interpreter services for meeting interaction.

B. Notify LEP customers of language assistance services

PHX utilizes a variety of resources to notify its passengers of the available LEP services, including:

- The Airport information desks have a complete listing of the languages available on the phone translation service that can be accessed at the information desk. Many of the volunteer customer service staff (Navigators) also carry a card listing the translation line languages.
- Posted notices in Spanish about available language assistance in the information desks of the terminals.
- The PHX Navigators wear flag lapel pins representing the country of the language they speak.
- The Airport's website includes a Spanish page where vital travel information is provided, including ground transportation information, traveling to the airport, monetary exchange locations and maps of airport amenities.
- Information about the Airport's customer service agents with translating capabilities and the phone translation services are also posted on the Spanish page of the website.
- Radio programs, *Air Time with Phoenix Sky Harbor* on 1480 AM, and *Enlace* on the Spanish station La Buena Onda 1190AM, highlight the programs and amenities at the Airport, and can inform listeners about the available language assistive services.

C. Identify and translate vital documents

PHX has translated its Airport Information guide into Spanish, providing essential information about terminal amenities, accessing the PHX Sky Train, connecting to the PHX Rental Car Center and various ground transportation opportunities. In addition, a Lost and Found Card is printed in both English and Spanish to assist travelers with the contact information for the three areas (Aviation, TSA Checkpoints & Airlines) where customers may have lost an item.



PHX Airport Information Guide, English and Spanish

In order to assure information that is vital to travelers is translated, a committee comprised of representatives from the Aviation Public Relations, Legal, Administration, and Community Development & Government Relations divisions and from the City of Phoenix Equal Opportunity Department, annually discuss and review which documents need translation. The criteria for consideration includes utilizing feedback from the Airport information desks, customer surveys, Navigators use of the materials in interacting with LEP individuals and customer comment cards and emails.

D. Train staff in public contact positions

PHX takes many steps to assure that all Airport employees are familiar with its LAP and how to assist with communication to LEP passengers:

- Aviation Department employees are informed about the PHX LAP and the phone interpreter service that can assist LEP passengers during New Employee Orientation training sessions and annually during regularly scheduled staff meetings.
- The Navigators and the customer service agents have regular training where the LAP is highlighted and any new services for LEP passengers are explained and/or demonstrated.
- Airport tenants, concessionaires and retailers are informed about the LAP and LEP services are explained on an annual basis during the regularly scheduled Tenant meetings throughout the year.
- Aviation staff is continually encouraged to attend workshops and training designed to highlight cultural diversity and meet language assistance needs.

E. Monitor and evaluate access to language assistance

PHX will annually evaluate the LAP and its components, addressing questions such as:

- How many LEP persons utilized the phone translation service, and what

- languages were most commonly used?
- What does the USDOT information tell us about the demographics and languages spoken by the travelers using PHX?
 - Has there been a need realized for additional information to be provided in Spanish? Or other languages?
 - Has there been a change in the international airline services provided at PHX?

DISSEMINATION

The PHX LAP will be posted on the PHX website and available to others upon request. A copy of the LAP will be available at the Airport Director's office as well as with the Airport's Title VI Program Manager.

May, 2015